Sinte

IT vanguard for business

Sinte at a glance

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Our approach

1. **First party solutions** → Full responsibility for development
   (our code)
2. **Adaptation to the needs** → ~~We know how you **have to** work~~ - We **have to** know how you work
   (analysis is key to project success)
3. **Modular development**→ Code reusability ensures speed and robustness
   (OOP Object-Oriented Programming)
4. **Abstract approach** → Controlled development
   (UML Unified Modelling Language design)
5. **Lateral thinking** for innovation→ Doing things the same way isn't always a value
   (new ideas and prototyping)
6. **Continue updating** → Staying on the cutting edge of technology
   (35% R&D investment)

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The duty to innovate

“That's the way it's always been done" often signals the need for change.

Most innovative solutions:

- Aren't found in manuals
- Don't follow established paradigms
- Aren't rooted in the past

We must:

- Embrace fresh thinking
- Seek out new correlations
- Apply imagination
- Continuously engage with academic research for ongoing growth

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Competencies

Data analysis

- Data collection
- Visual recognition
- Statistics
- Big data solutions
- Data science
- Data visualization
- Semantic
- Machine learning and deep learning
- Artificial Intelligence

IT

- Software
- Web (e-commerce, e-learning, streaming...)
- Mobile apps
- Security
- IT infrastructures
- Hosting & housing
- System integration
- Usability

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25 years of innovation

1999

Live Streaming at Sanremo Festival with Nilla Pizzi.

2001

Live Streaming for Italy's first "Big Brother".

Nixie, a pioneering Italian **e-commerce** success, then evolved into physical stores (others followed, like Sportit & DiManoInMano).

2001

e-learning solution for Sanofi (Pharma) with streaming and tests.

Automated **network** of 54 city sites for the future Monza Province.

2002

Online photo catalog for Olycom (Italy's biggest photo agency), with millions of records.

Early **social community** (Discoletto) for Radiolombardia, 4 years before Facebook.

Global flash screensaver for STMicroelectronics celebrating its 15th anniversary.

One of the earliest editorial **online magazines** for EditriceTemi, followed by more success (EditorialeDirecta, Sunnycom, Motonline, EditorialeDomus-Quattroruote, Radiolombardia, Accordo.it, ...).

Online automated catalog synced with CD for Selva (Italy's biggest furniture company).

2003

Multipurpose ERP for CRAL of Banca Popolare di Milano, managing €40M/year across various sectors

Website for a consortium of 10 cinemas in Monza, creating a **'virtual' multiplex** to compete with real multiplexes. It included movie programming, automated newsletters, ticket booking and purchasing options.

2004

Georeferencing Selva shops across Europe with maps, 2 years ahead of Google.

2005

3D browser project solutions for Rifra using Flash technologies (ActionScript).

Management software for a Clinical Center, featuring an **innovative appointment engine**.

2006

Virtual platform for runners and triathletes for Happyrunner, becoming one of Italy's top five (reaching over 1,300 members).

2007

Interactive flip system for Roche's Intranet to consult research results.

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25 years of innovation

2010

One of Italy's first **radio apps** for Radiolombardia (live streaming with titles and on-demand content).

Powerful **web crawler** for fashion, collecting articles and ads.

2009

SISS-certified module for interaction with Regione Lombardia's public health smartcard.

2008

Innovative Intranet for Havi, an international logistics company (McDonald's supplier across Europe).

2011

One of the first **live videochat assistants** for Tisettanta outlet website.

2012

Innovation for accordo.it, growing it into Italy's largest **web community** (30,000+ users).

2013

Forecasting solutions for McDonald's.

Meta-analysis tool for Sorin to extract quantitative insights from vast scientific literature.

2014

Big Data solutions for Sky, processing billions of records with thousands of features to support Adobe Systems.

First **industrial app** to control large production machines via Modbus (initially rejected by Apple because they didn't even understand the scope!)

Revolutionary **3D app** replicating the physical Geomag game.

2015

Real-time advertising solution for Sky.

2016

Powerful **search engine** for e-commerce with similarity search and automated filters.

Antichurn web application for Italtel, presented at MWC.

Innovative **messenger** for YouBalloon, showing users' moods in the chat balloon.

Editorial recommendation system for Deutsche Welle's AppleTV app.

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25 years of innovation

2017

Collection and analysis of online ads for JCDecaux.

E-commerce recommendation engine for sportit.com.

Web analysis to **map customer satisfaction** for Vodafone and its competitors.

2018

CRM enrichment for Banca Intesa.

Handwriting recognition software for Generali.

Meta-software developed for McDonald's and Aspis.

2019

Unstructured data discovery for Essilor.

Recommendation engine for GEDI (Gruppo Espresso) marketing.

Smart living project in partnership with Evolvere.

Industry 4.0 project with Italbond.

2020

Fake news detection system for "Il Messaggero".

AI-driven industrial optimization for Luxottica.

Innovative GDPR compliance solution with automations for Essilor.

2021

AI-powered lead generation for Quattroruote.

Automatic Data Discovery and Masking engine for Primeur.

Deep learning engine to **identify users behind anonymous television** for Mediaset.

AI-driven **automatic survey** solution for Vinhood.

2022

Business Intelligence solution for McDonald's restaurants.

Meteorological forecasting solution for ARPA.

2023

AI Bot for identifying specialized topics for Il Sole 24 Ore.

Document data extraction engine to structure large volumes of data for Aromata.

Automatic object recognition in industry to monitor production for FHP.

2024

Proprietary **NLP engine** for TIM, analyzing websites to create interest-based user profiles.

Statistical Learning Engine to help Coripet identify optimal locations for recycling machines.

Advanced **Time Series Models** assisting Unieuro in optimizing advertising investments to maximize revenues.

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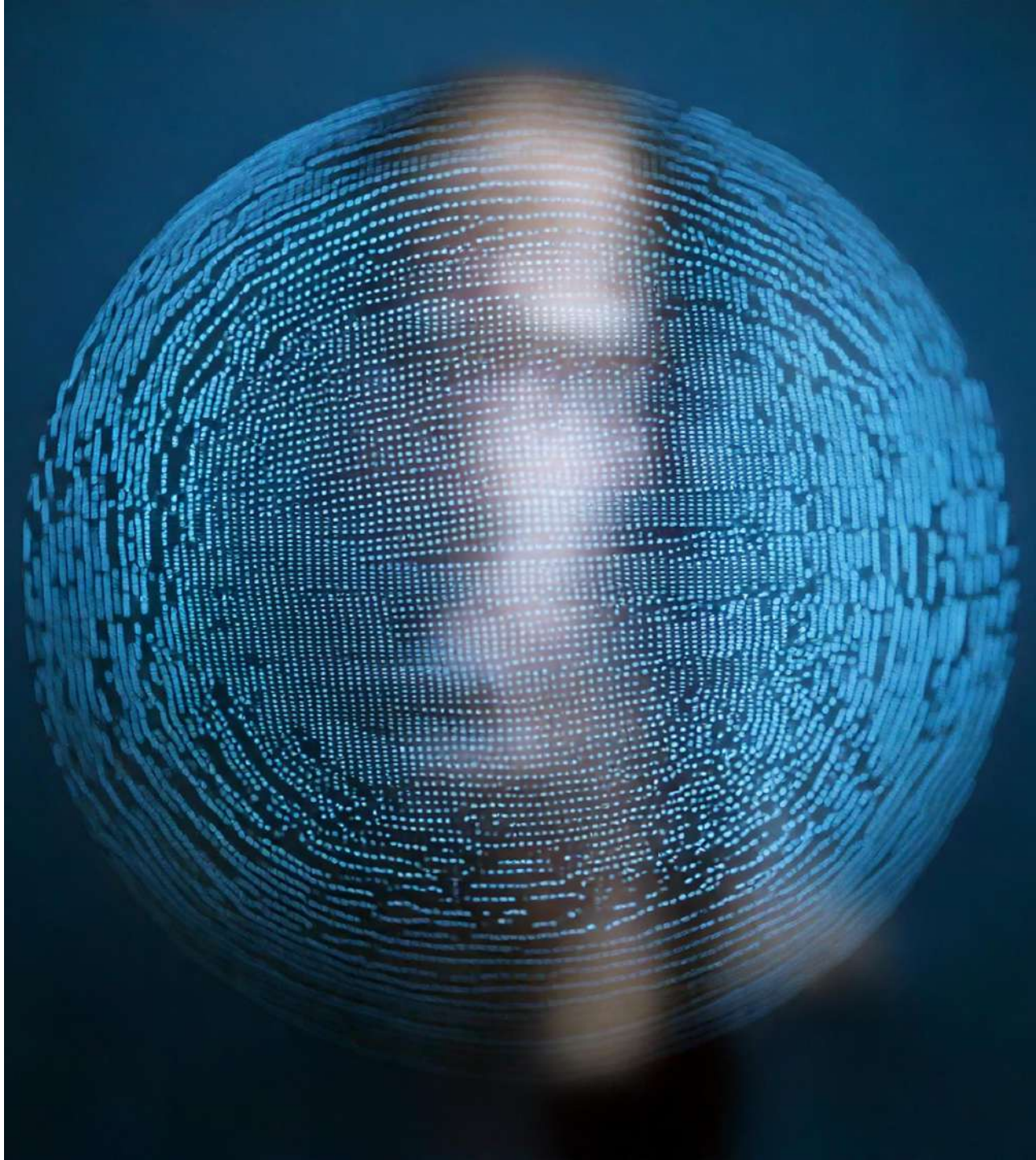
la Repubblica
TOD'S
LAPRESSE
WHERE THE NEWS IS
ESSILOR
SEEING THE WORLD BETTER
HAVI
FLA
FEDERLEGNOARREDO
azimut
investments
Associazione Italiana Sommelier
Il Sole 24 ORE
Sinte
GENERALI
GRUPPO MONDADORI
MEDIASET
DOLCE & GABBANA
Salvatore Ferragamo
FEDERMOBILI
FEDERAZIONE NAZIONALE NEGOZI ARREDAMENTO
FINECO
LUXOTTICA
contactlab
engage personally anywhere
OLYCOM
Roche
PROVINCIA DI ROMA
QUATTRORUOTE
UNIVERSITÀ DEGLI STUDI DI MILANO
RETELIT
vodafone
Nielsen
FANUC
ROBOTICS
FINCANTIERI
FUTURE ON BOARD
EDISON
Italtel
McDonald's
Provincia di Milano
motonline
UNIONCAMERE
CANALI
BAYER
SORIN GROUP
ADmantX
YOOX
enel
PROVINCIA MONZA BRIANZA
BANCO BPM
ProgettiInternational
ENERTRONICA GROUP
Tisettanta
WINDTRE
GEOMAG
sky
ENGINEERING
ARPA
ALPITOURWORLD
TIM
GEDI
GRUPPO EDITORIALE
CORPet
BOTTLE TO BOTTLE
unieuro
INTESA SANPAOLO
adform
JCDecaux
Regione Lombardia
ED EditorialeDomus
Il Messaggero

AI Use cases



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Technology optimisation

Semantic

User profiling

Recommendation

Visual information

Time series

Unstructured data

Ranking

Image recognition

BI solutions

Industry optimization

Mobile app

Science

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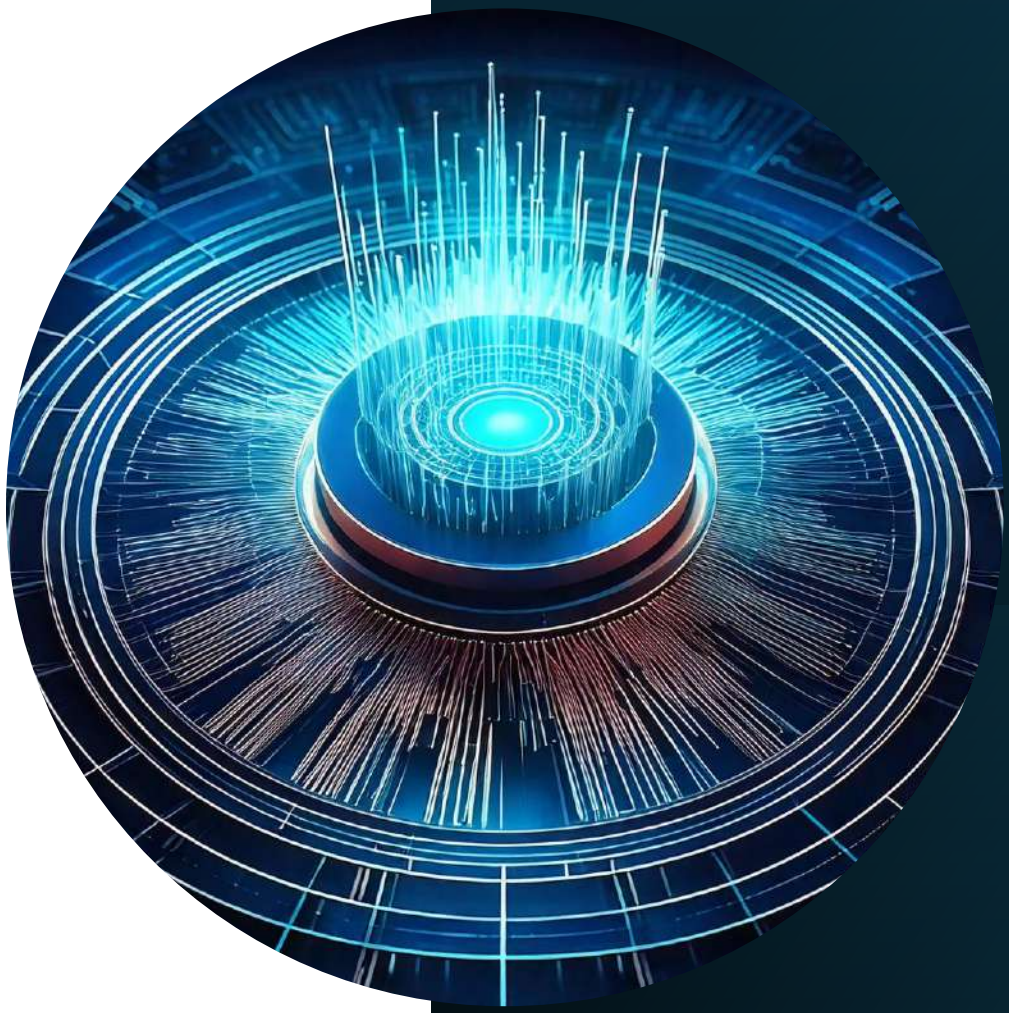
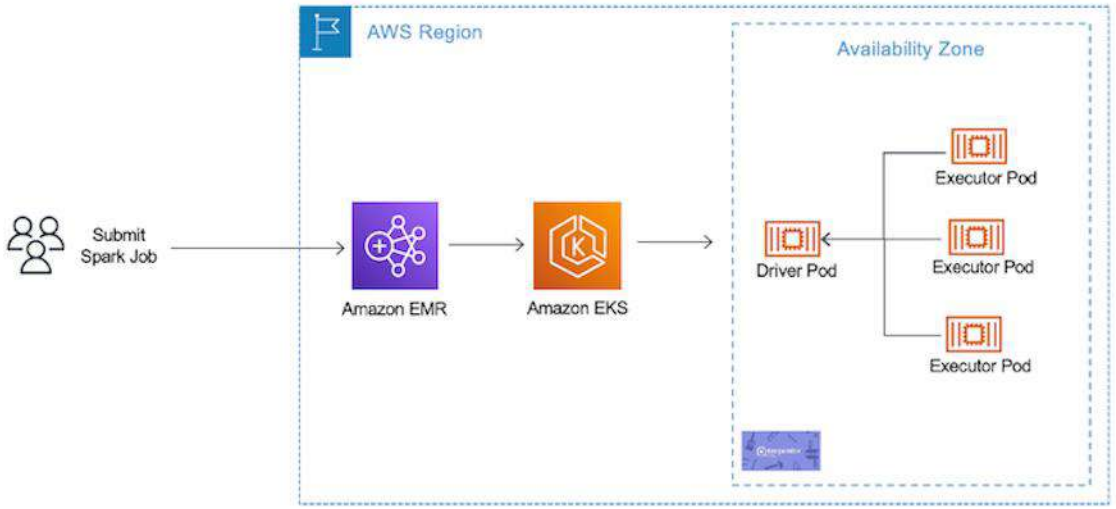
Technology optimization



Cloud orchestrator

- **Request**: Use cloud services to easily scale and reduce IT effort and significantly reduce costs.
- **Approach**: Migrated all applications to a highly scalable infrastructure, dynamically adjusting resources based on actual demand and purchasing through bidding.
- **Result**: **80%+ cost savings**.



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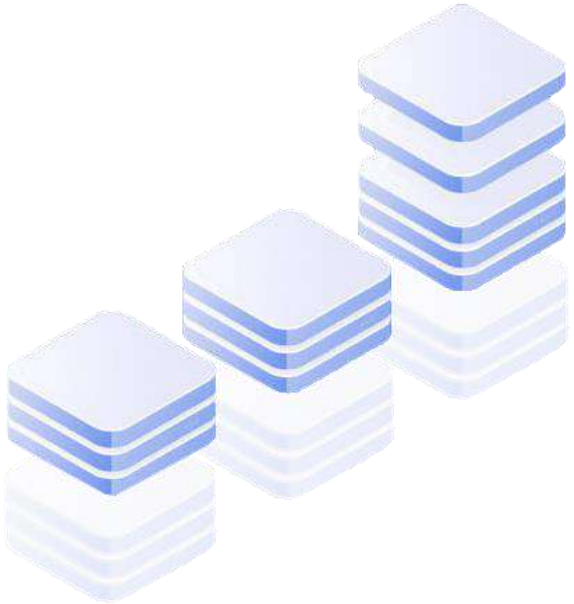
Cloud-based Time Machine backup

- **Request**: Develop a fast and reliable backup solution capable of restoring any point in time, minimizing storage space and keeping costs under control.
- **Approach**: Leveraged the full capabilities of S3 to implement the solution.
- **Result**: Created a backup system that can restore any past version, efficiently storing only the **different versions of files**.



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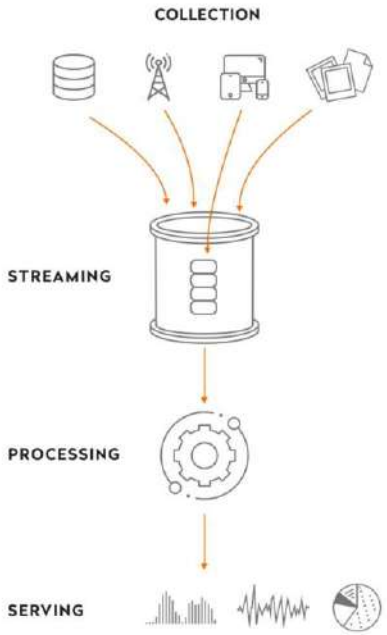
Real time big data modeling and delivery

- **Request**: A solution to update tens of millions of profiles daily, calculate a score vector for each and deliver real-time "Call to Action" prompts on web pages.
- **Approach**: Implemented Kafka + Hadoop + Spark for profiling, and a smart caching solution for fast delivery.
- **Result**: Our system ingests data from multiple sources (Webtrekk, DMP, CRM), recalculates all scores overnight in **under 3 hours**, and the "Call to Action" engine retrieves information in **under 5ms** for each impression.



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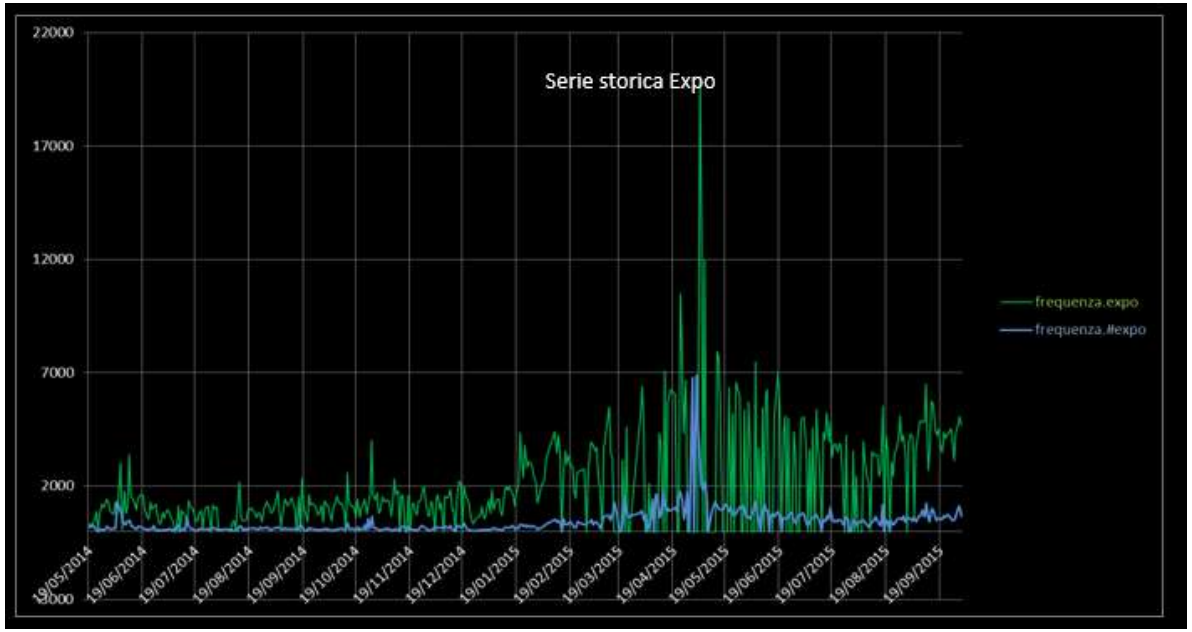
Semantic

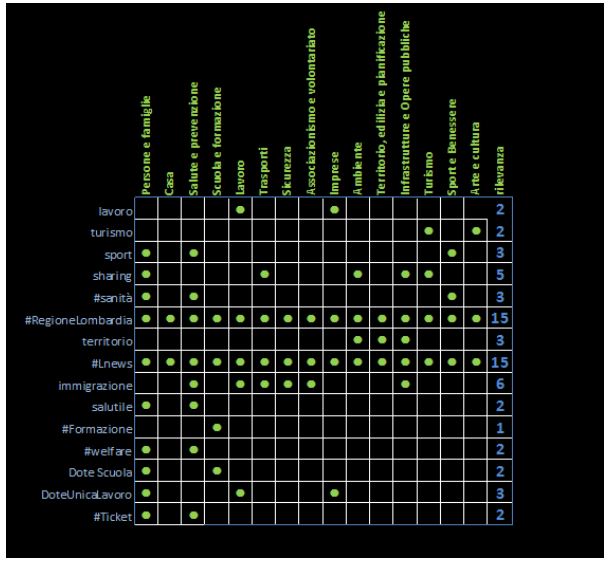
Brand sentiment

- **Request**: An observatory for public opinion on social networks regarding political subjects.
- **Approach**: Developed an engine that analyzes Twitter sentiment on topics provided by our clients, utilizing a combination of text mining, semantic analysis, sentiment algorithms, and highly customized mathematical models.
- **Result**: A solution which provides the ratio of **positive to negative sentiment for each theme of interest to politicians**.



TIPO ACCOUNT	QTA'	%
Generico	4779	98,6%
Istituzionale	66	1,4%
TOTALE	**4845**	**100,0%**

KEYWORD/#HASHTAG	TWEETS
lavoro	1514
turismo	475
sport	356
sharing	182
#sanità	56
#RegioneLombardia	56
territorio	28
#Inews	23
immigrazione	23
salutile	9
#Formazione	7
#welfare	6
Dote Scuola	4
DoteUnicaLavoro	2
#Ticket	2
RECORDS TOTALI	**16047**



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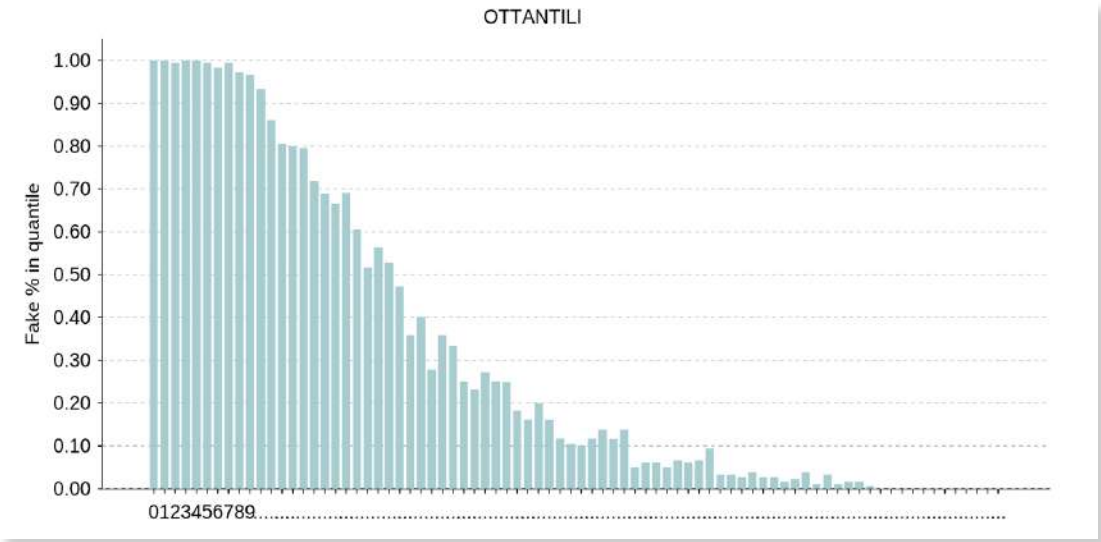
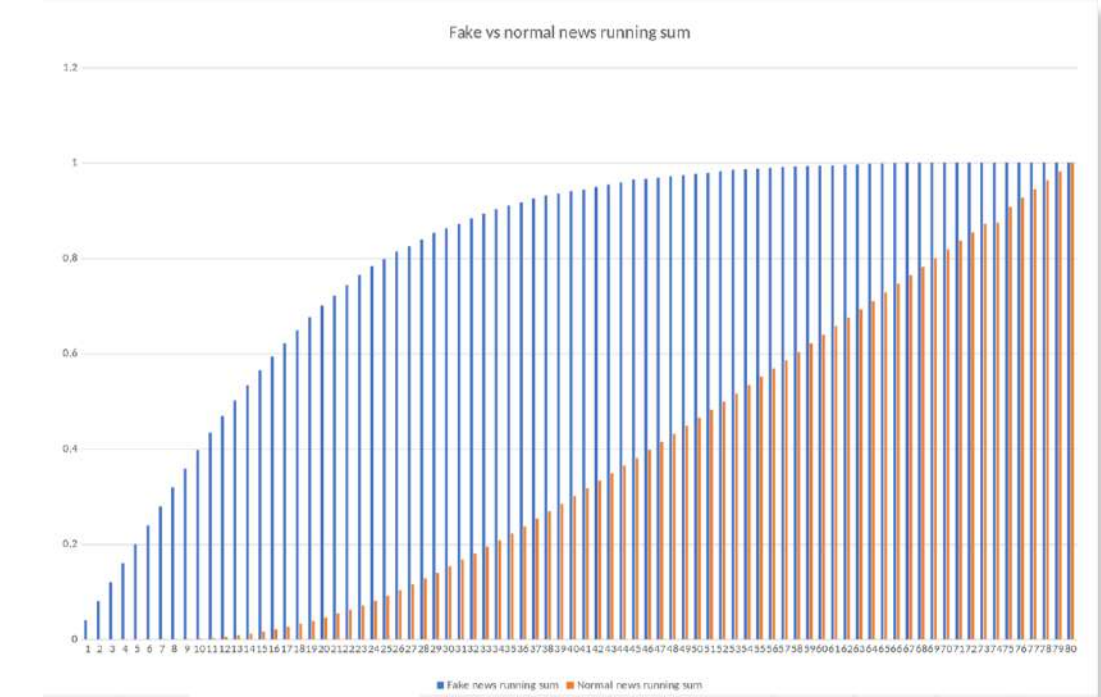
Fake news identification

- **Request**: Develop a model to assign a score to each piece of news on the Web, measuring the probability of it being a fake.
- **Approach**: By training AI models with data from semantic analysis and technical page data, we created an engine that responds to URL analysis requests with a "Fake News Index".
- **Result**: **70%+** of fake news identified, with **less than 5%** of legitimate news marked in the top 25% of higher scores.





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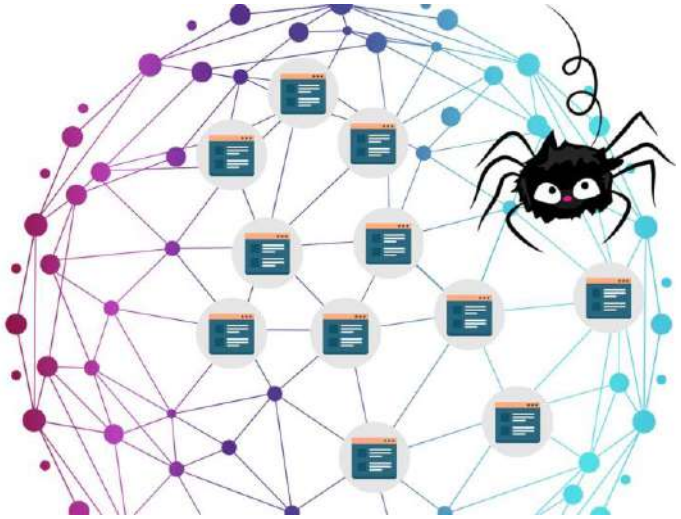
Topic identification

- **Request**: Automatically tag thousands of articles with specific topics, adapting to ad-hoc taxonomies and without relying on training datasets.
- **Approach**: Employed a ChatGPT-like approach, allowing the engine to browse the web and learn to identify specific and specialized topics.
- **Result**: Achieved automatic tagging of articles and websites without human intervention, eliminating the need for traditional linguistic methods, resulting in a **10x cost reduction**.



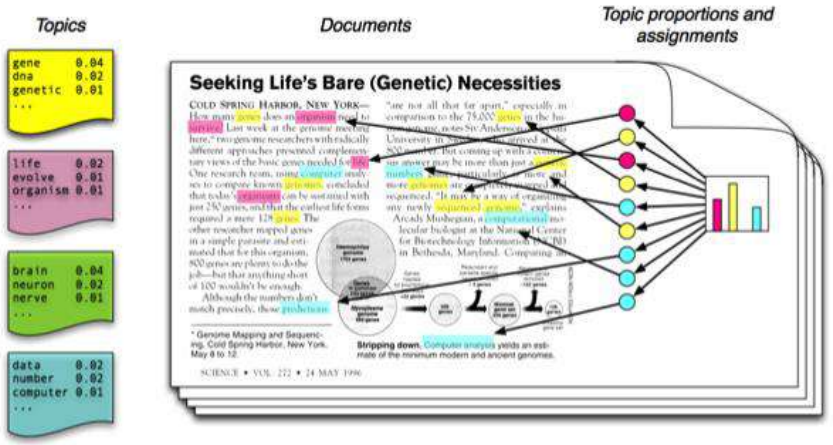


Figure source: Blei, D. M. (2012). Probabilistic topic models. *Communications of the ACM*, *55*(4), 77-84.

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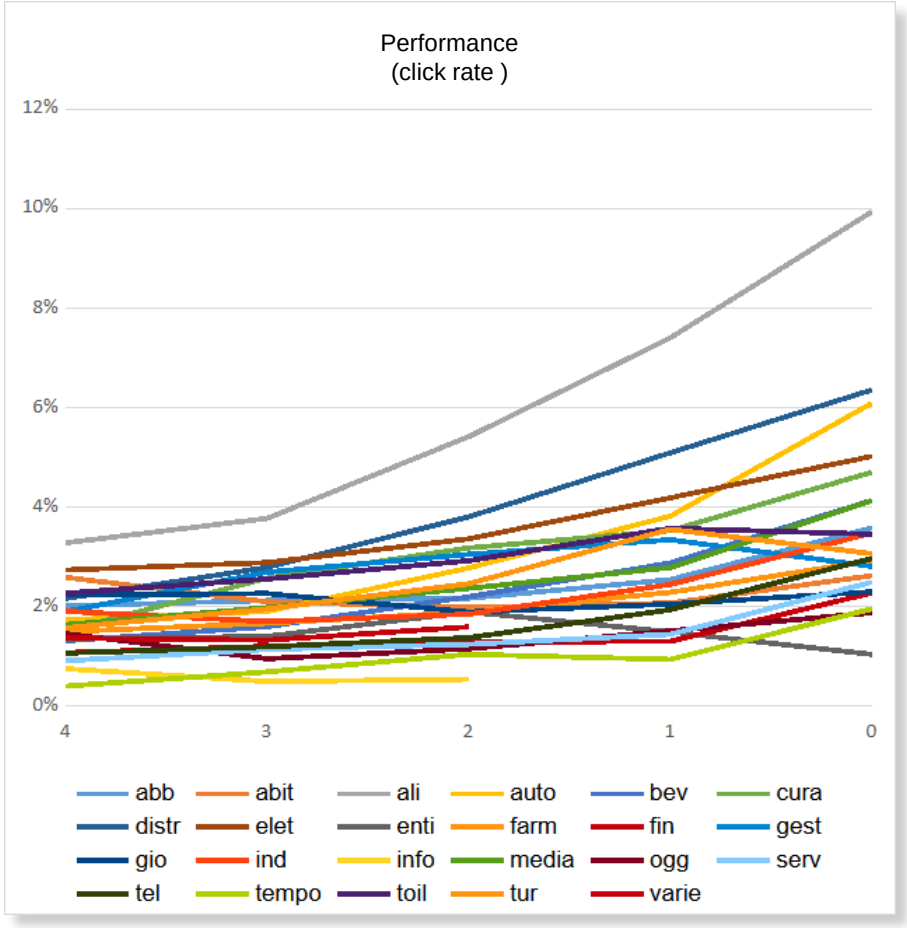
User profiling

IAB categories click optimisation

- **Request**: Increase the click rate on banners beyond Google optimization, utilizing data from only 30% of campaign traffic by segmenting users into five clusters based on the first level of IAB categorization (the client cannot perform one-to-one delivery).
- **Approach**: Developed highly significant profiles for each cookie using semantic analysis and classifications, creating sophisticated models to predict click rates for each user across categories.
- **Result**: Achieved increases in click rates across nearly all categories, with a remarkable **+300%** in the most focused category.



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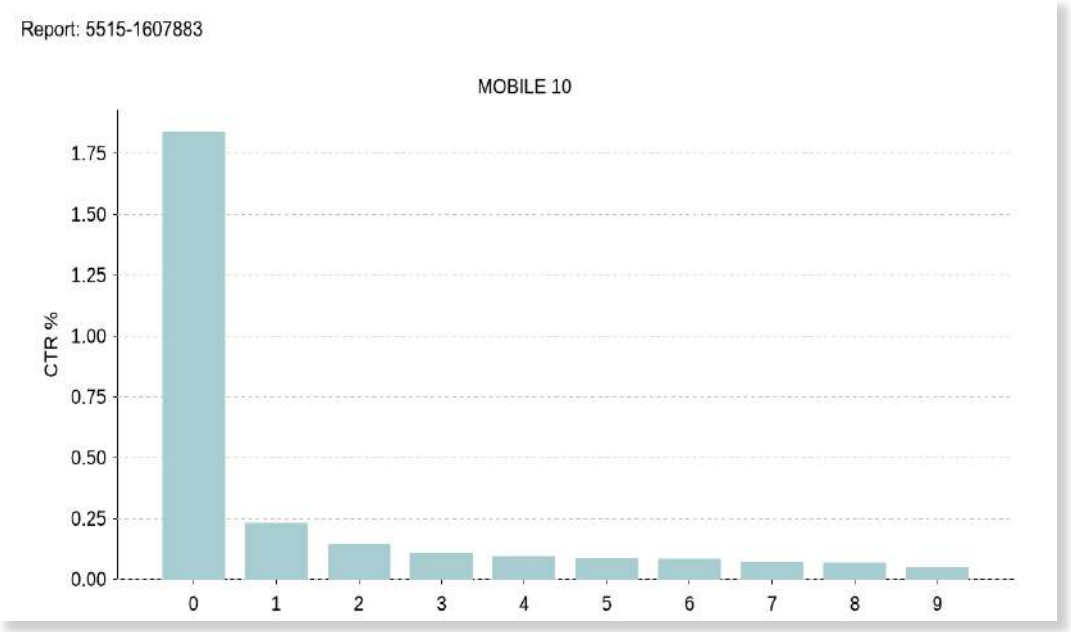
Campaign click optimisation

- **Request**: Increase the click rate on banners for the client's campaign.
- **Approach**: Created highly significant profiles for each cookie using semantic analysis and classifications, developing sophisticated models to predict click rates for each user across categories.
- **Result**: Achieved click rates between **300% and 700%** higher than our competitors' Result



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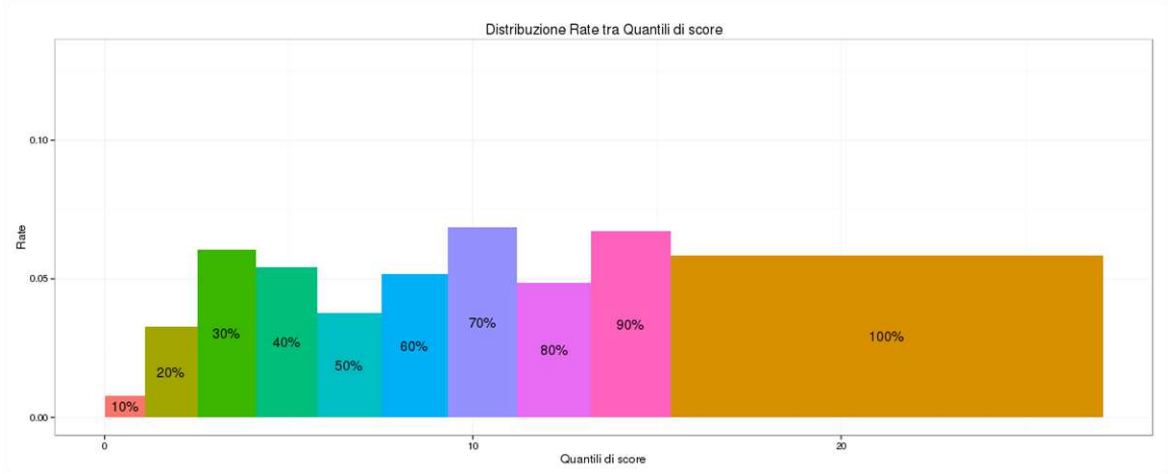
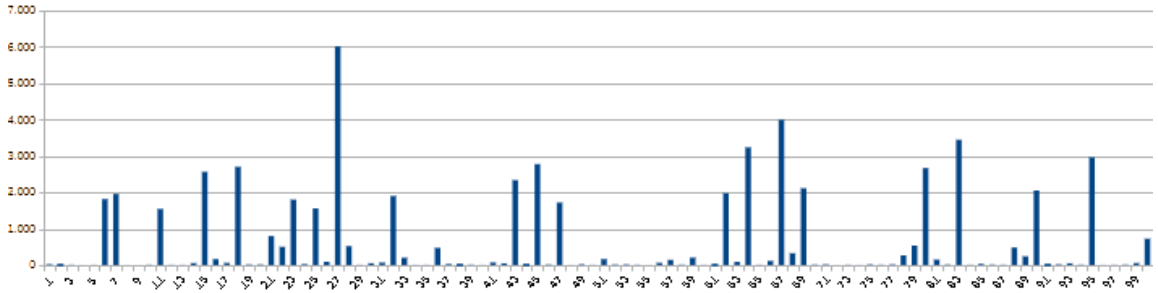
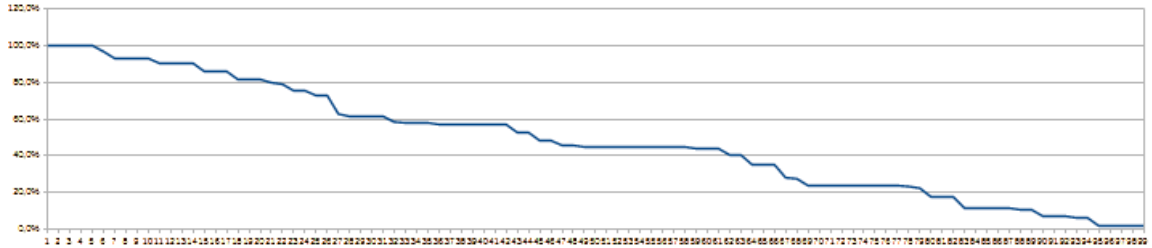
Life-stage & interest detection

- **Request**: Identify interests, propensities and changes for both anonymous and logged users on a website.
- **Approach**: Utilize cookie profiles derived from navigation history to identify users' interests over their lifetime, medium-term and recent activities, enabling companies to propose relevant offerings at the right moment.
- **Result**: Enhanced ability to detect **ongoing needs** (e.g., a golf enthusiast or philatelist), significant life **changes** (e.g., getting married or the birth of a child), and **immediate requirements** (e.g., searching for a car or new insurance).







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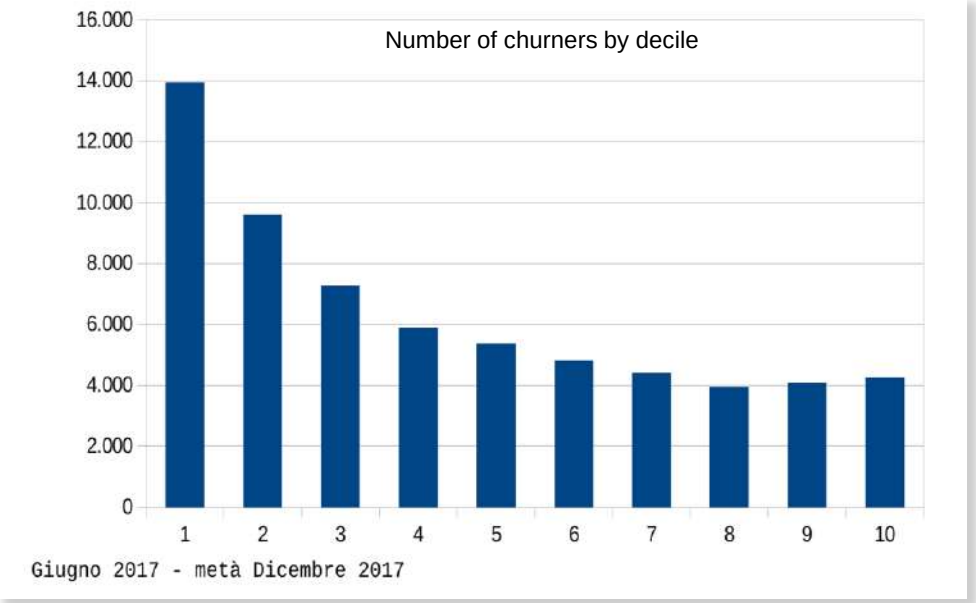
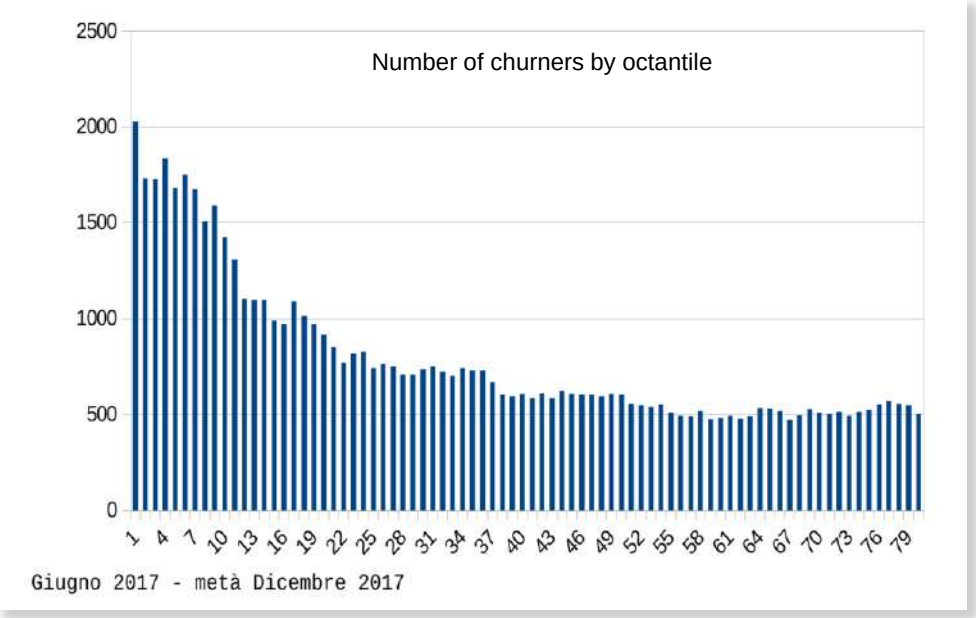
Antichurn models

- **Request**: Predict the churn probability of each customer based solely on their browsing behavior outside the client's website (wherever its banners are), without any socio-demographic or contract information. No distinction is made between recent and distant browsing behavior in this initial phase.
- **Approach**: Implement a machine learning system enriched with sophisticated user profiling tailored to meet specific needs.
- **Result**: The last quantile shows **400%** more users compared to the first quantile. The model is now equipped to regularly enhance the CRM system with new key performance indicators (KPIs).





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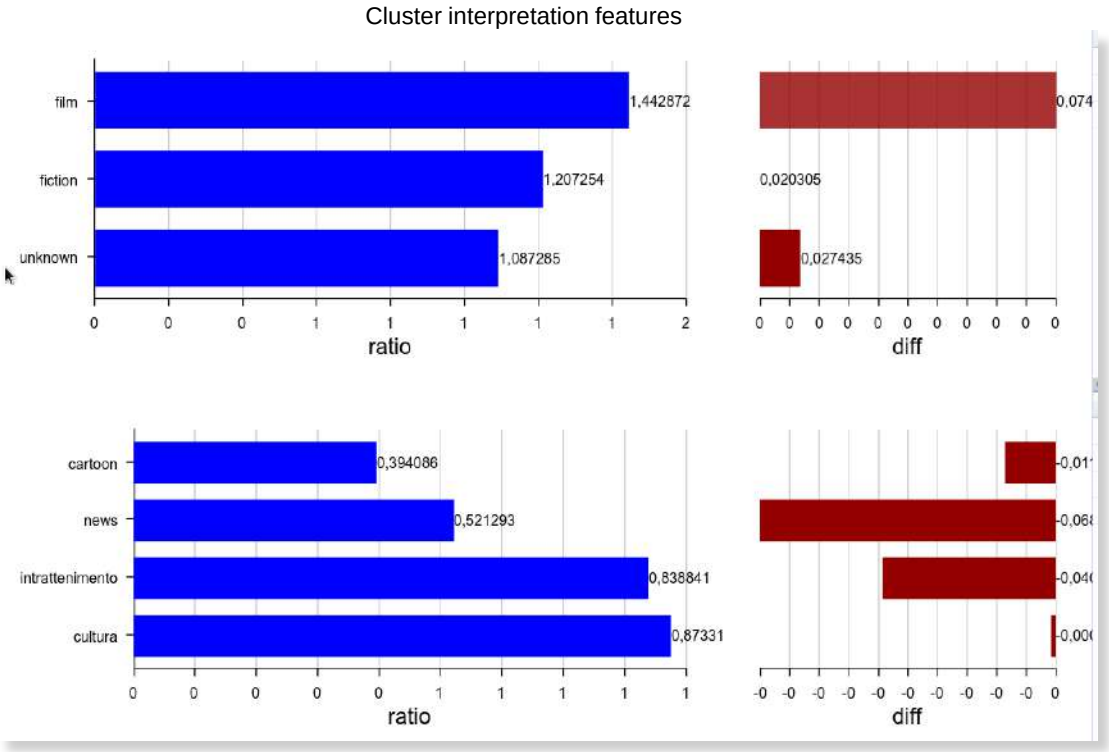
Customers clustering

- **Request**: Identify the main customer clusters based on their TV behavior.
- **Approach**: Develop profiles with hundreds of features for each customer. After conducting an in-depth correlation analysis, we applied centroid-based clustering to group the customers effectively.
- **Result**: We designed a streamlined process that allows to decide the optimal number of clusters and the most relevant features. It creates the best-fit clusters, provides intelligent metrics to evaluate the outcomes and allows detailed exploration of each cluster by comparing how they differ in non-selected features.



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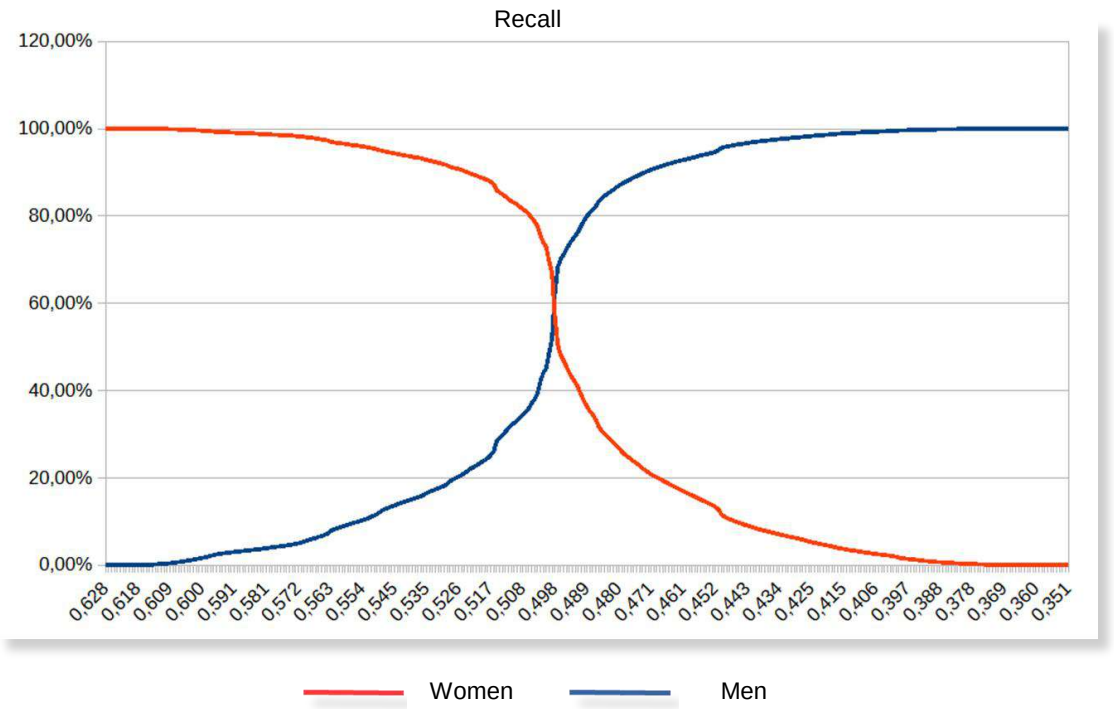
Socio-demo segmentation

- **Request**: Determine gender and age of anonymous cookies.
- **Approach**: Leverage deterministic customer data to build a powerful model capable of predicting the age and gender of anonymous users based on their browsing profiles.
- **First result**: The initial model delivered promising results: when segmenting cookies by male and female, each group showed **twice as many correct identifications** compared to the opposite gender.



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Audience identification

- **Request**: Identify user profiles based on the history of TV programs viewed.
- **Approach**: Develop a smart algorithm that estimates the probability of each segment for every view. We implemented an intelligent model to calculate the likelihood of each segment watching a specific television and designed a dynamic threshold for accurate segment assignment.
- **Result**: A powerful engine that assigns audience segments with an **error margin between 0% and 3%**, ensuring accurate identification of the viewer profiles..

Classificator performance

Target	TPR Tr	FPR Fa	dist	Precision -	Recall -	Accuracy -	Delta A
under_14	53%	17%	0,25	53%	53%	75%	0%
donne_over_65	53%	14%	0,27	53%	53%	78%	0%
uomini_35_54	59%	32%	0,19	59%	59%	64%	1%
donne_15_34	42%	19%	0,16	41%	42%	72%	2%
uomini_over_65	64%	15%	0,34	62%	64%	79%	2%
donne_15_34	41%	18%	0,17	43%	41%	72%	3%
donne_55_64	43%	17%	0,18	44%	43%	73%	3%
uomini_15_34	42%	20%	0,16	44%	42%	70%	3%
donne_35_54	60%	38%	0,16	58%	60%	61%	3%

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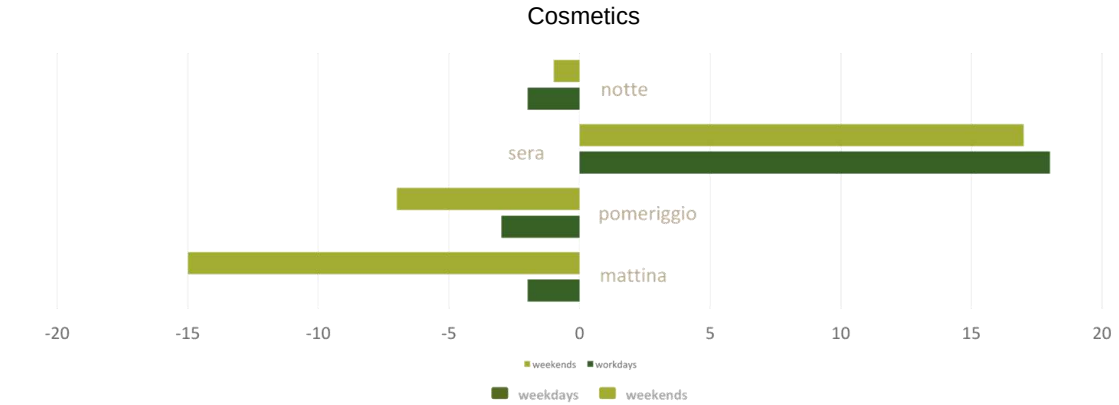
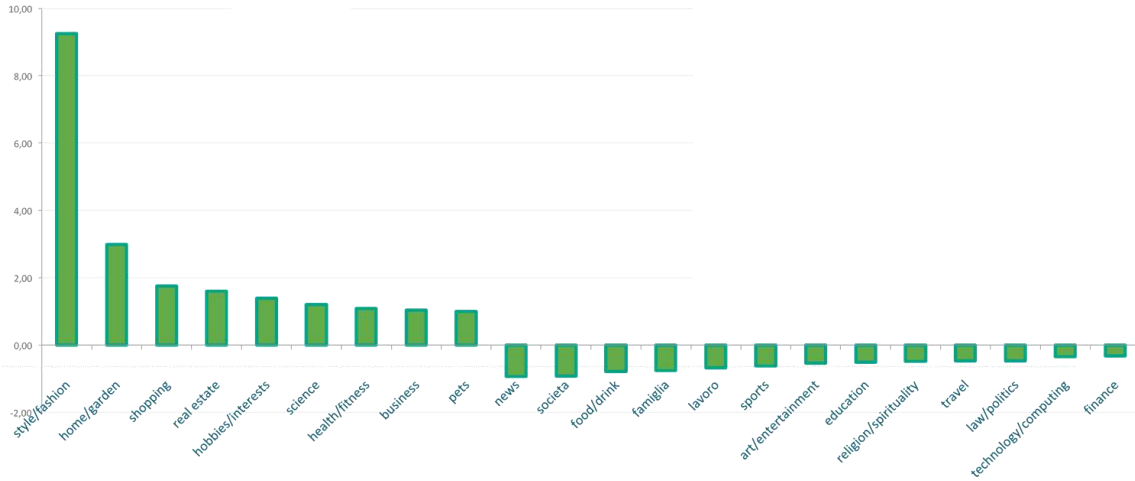
Market insights

- **Request**: Leverage anonymous and aggregated cookie data to generate actionable insights.
- **Approach**: Analyze large volumes of cookie data to identify how specific targets (e.g., people interested in cosmetics) differ from the general population.
- **Result**: Through a sophisticated approach, we can create a detailed map that reveals **how to best engage with each target audience**.





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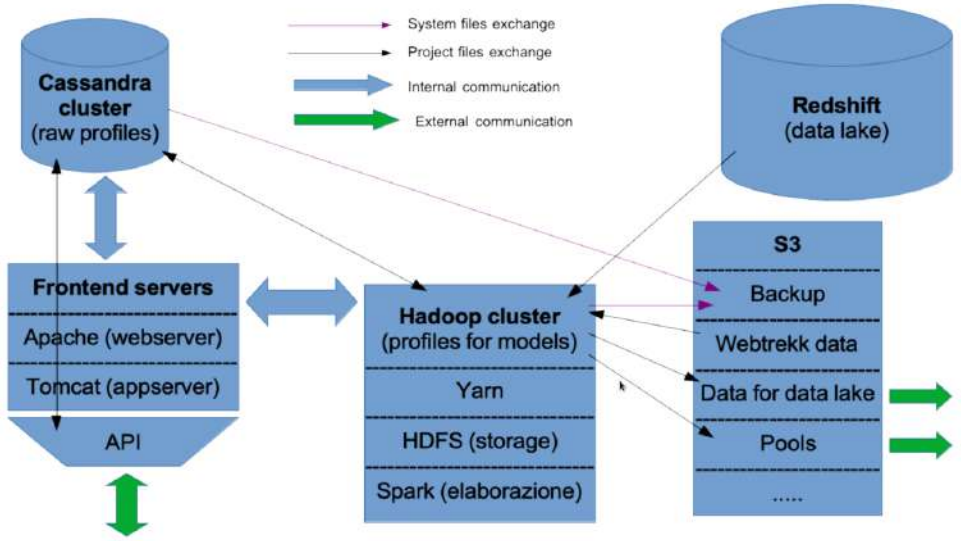
Recommendation

Marketing recommendation

- **Request**: Develop a propensity model to help Marketing identify the ideal target audience for campaigns.
- **Approach**: Use data from all of the client's properties to generate detailed profiles with thousands of features.
- **Result**: An integrated solution within the marketing UI that not only suggests optimal campaign targets but also autonomously delivers the best optimizations without requiring manual intervention.



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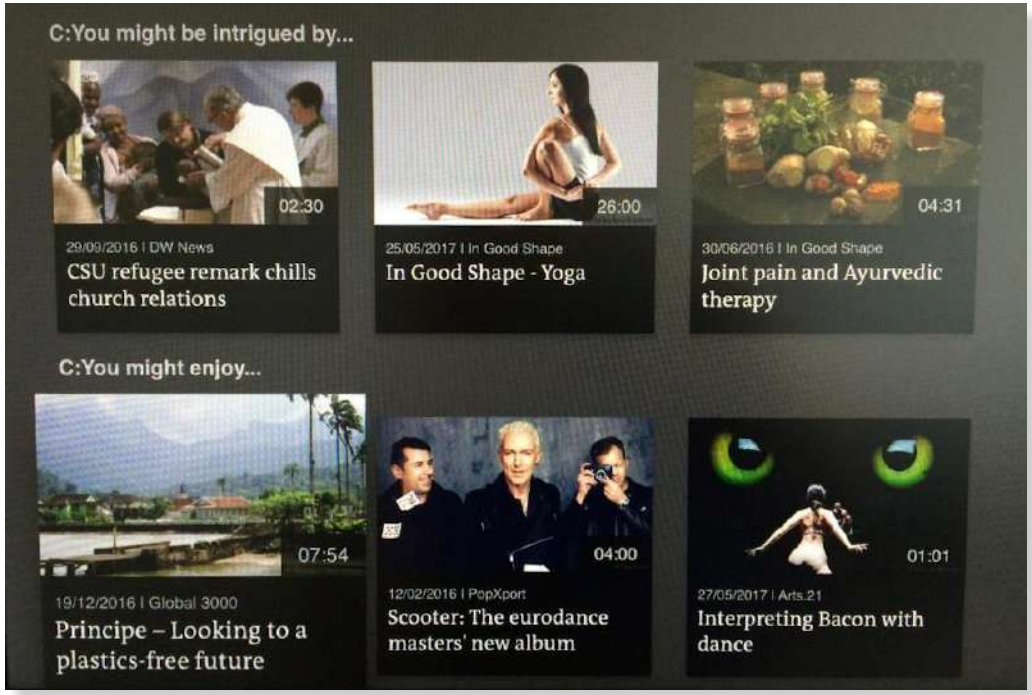
Editorial recommendation

- **Request**: Develop a propensity model to populate a “Chosen for You” content recommendation box.
- **Approach**: Implement three engines:
  - **themes collector** to gather trends and tendencies from the web.
  - **semantic engine** to create precise content profiles.
  - **statistical engine** to provide accurate propensity models.
- **Result**: performance **over 2x better** than previous recommendation engine.



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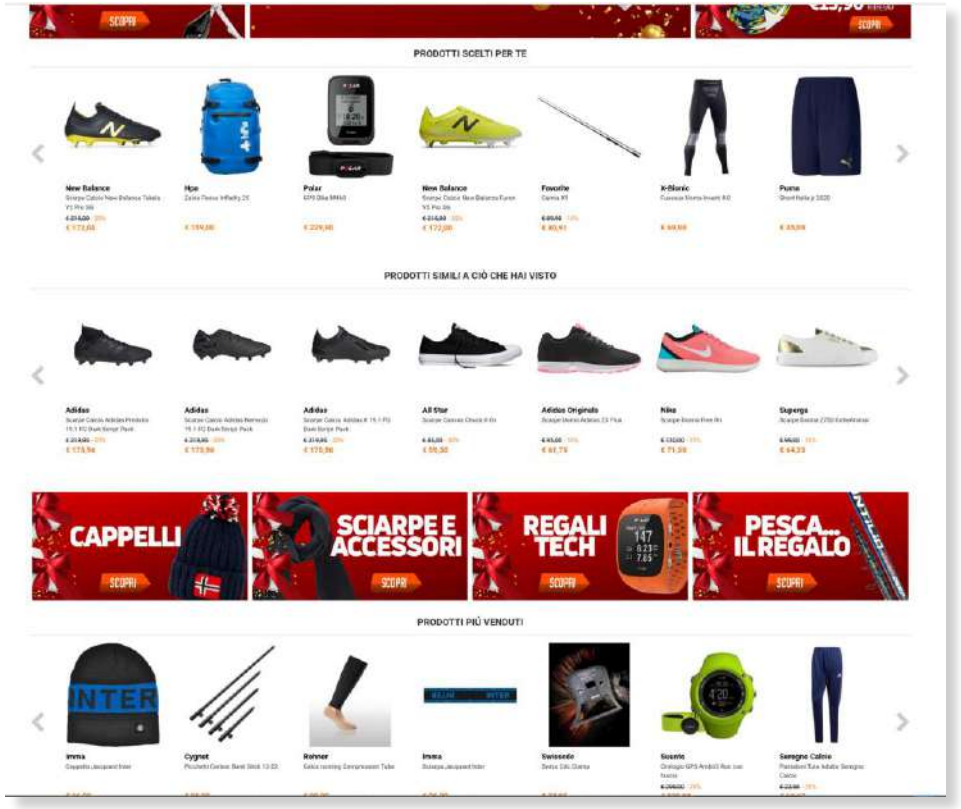
e-commerce recommendation

- **Request**: Create multiple engines to recommend the best set of products for individual users across different sections of the site:
    - Home page: “Most suitable for you”, “Similar to previously viewed products”, “Offers for you”, “Most sold”
    - Product page: “Alternatives” and “Frequently bought together”
- **Approach**: A mix of statistical models and highly customized algorithms with deep knowledge of e-commerce logics.
- **Result**: **Over 6x better than previous engine.**



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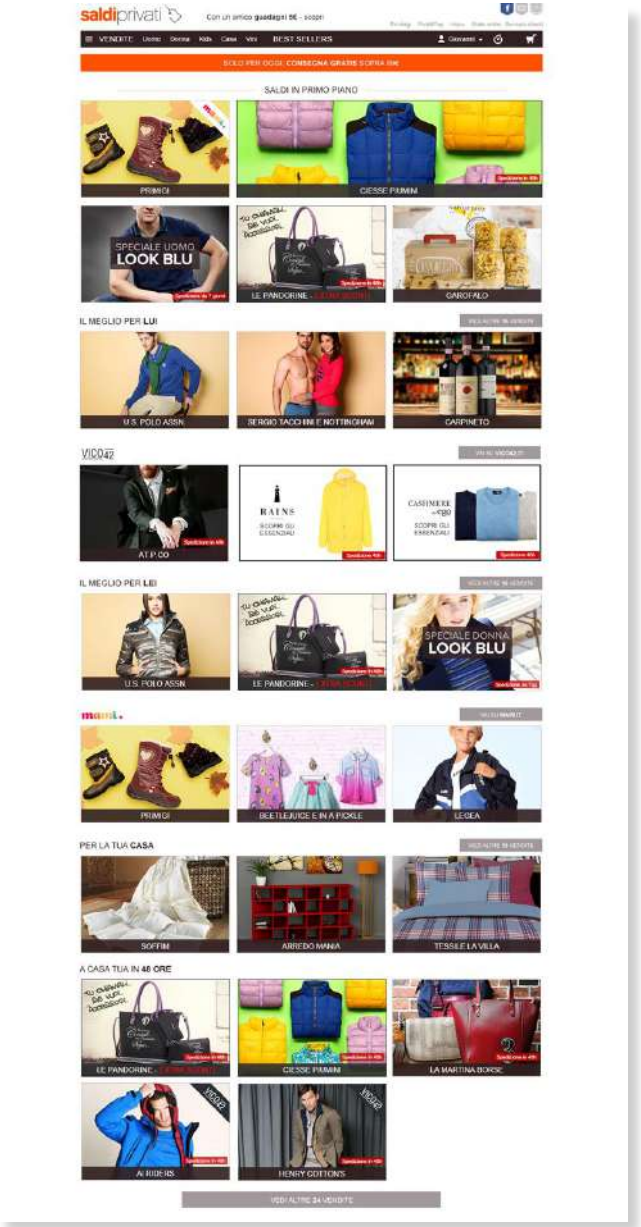
Home page sorting

- **Request**: Develop a solution to prioritize homepage offers to maximize sales. Due to the customer's technological constraints, real-time, one-to-one recommendations were not feasible. Instead, users were grouped into 35 segments and an optimized ranking of offers was generated overnight for use the following day.
- **Approach**: Implemented a machine learning solution using a smart combination of ordinal and cardinal variable models to enhance performance.
- **Result**: **+8%** increase in revenue within the first month.



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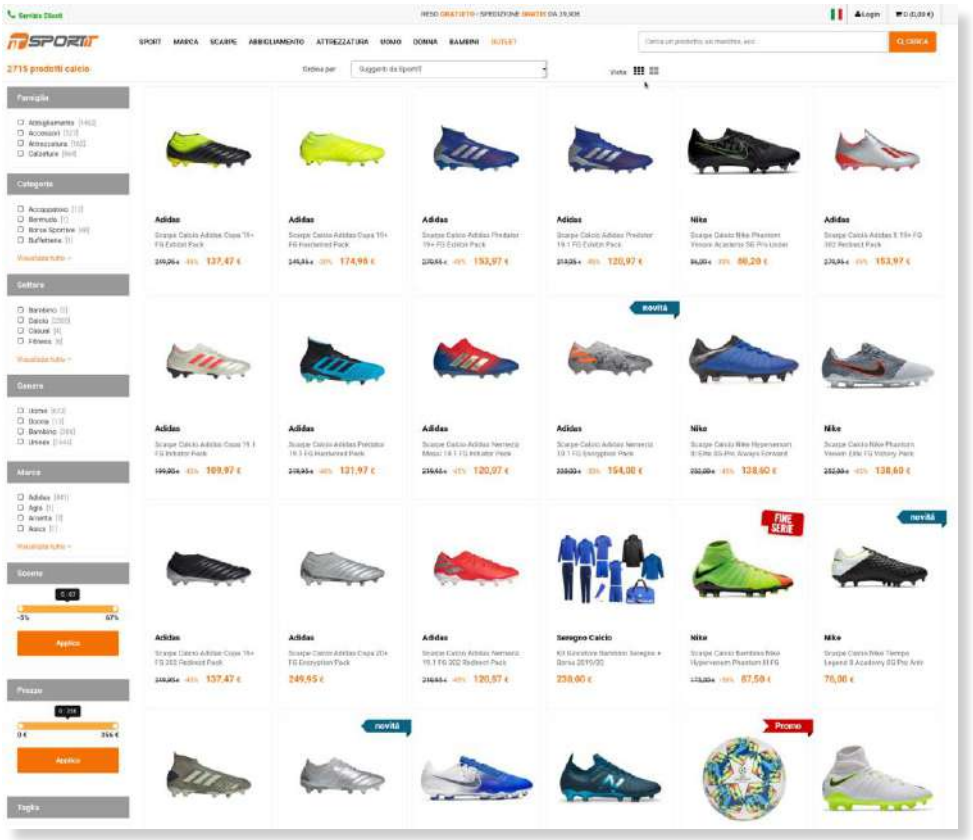
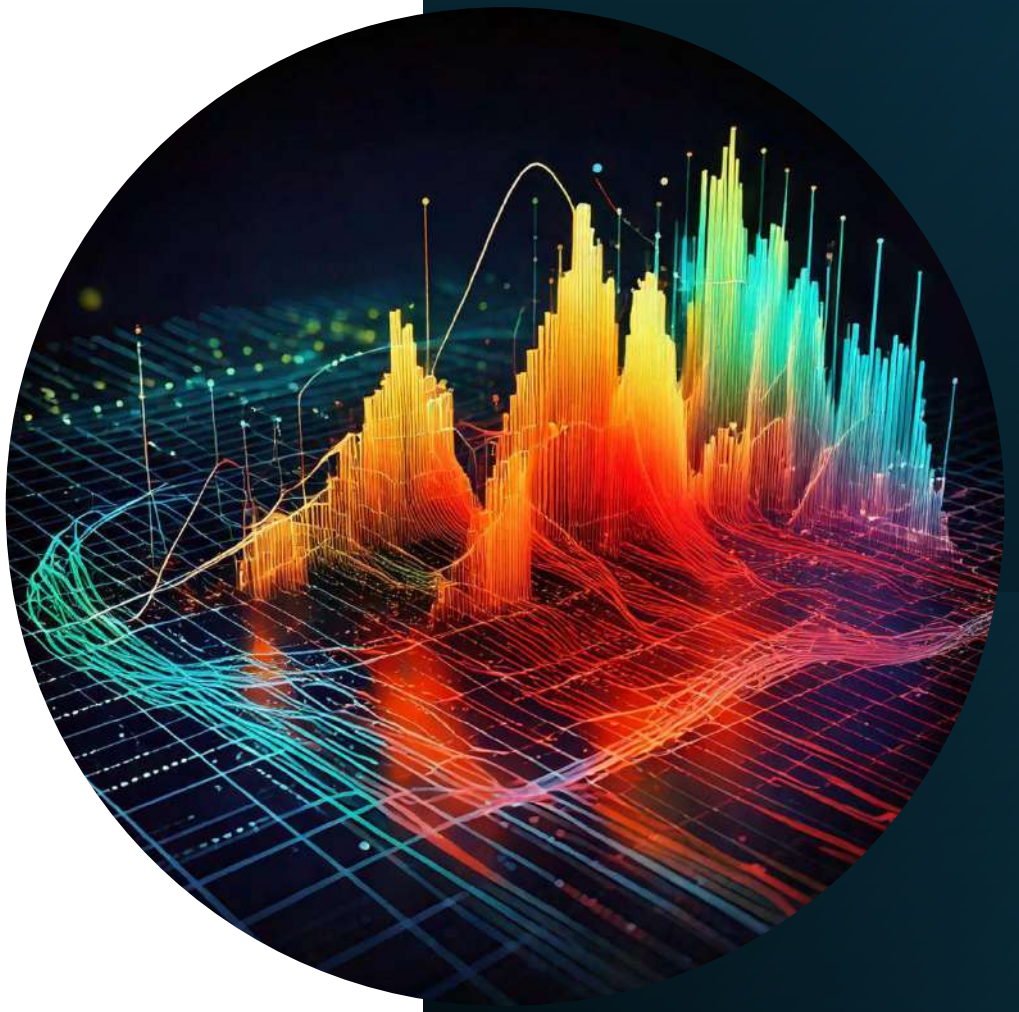
Smart search engine with recommendation

- **Request**: A search engine capable of delivering real-time results ranked by relevance, using similarity algorithms and offering multiple filters simultaneously.
- **Approach**: Created an advanced solution combining full-text search with structured data, optimizing indexes, and integrating auto-learning models based on a recommendation engine.
- **Result**: **+22% page views** per session



Sinte

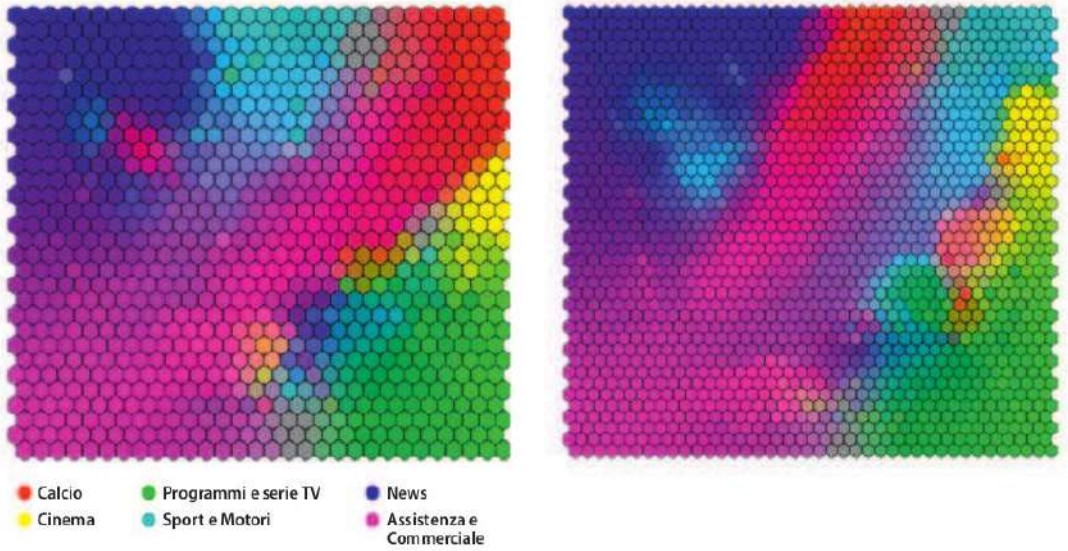
Visual information



Web Analytics

- **Request**: A new method to represent web logs of anonymous users on the client's site(s).
- **Approach**: Implemented a customized solution using Kohonen maps (neural maps) for an innovative data visualization.
- **Result**: The **new solution** was published in the specialized magazine DATAvalue.

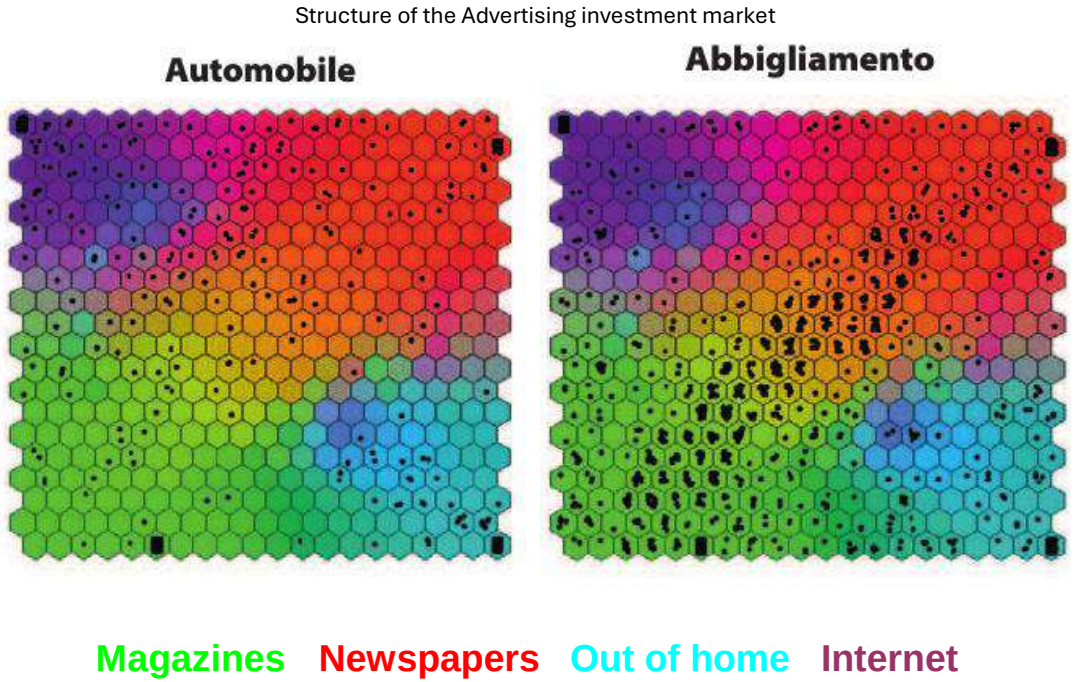
Visits across website areas in two different seasons



Sinte

Investment maps

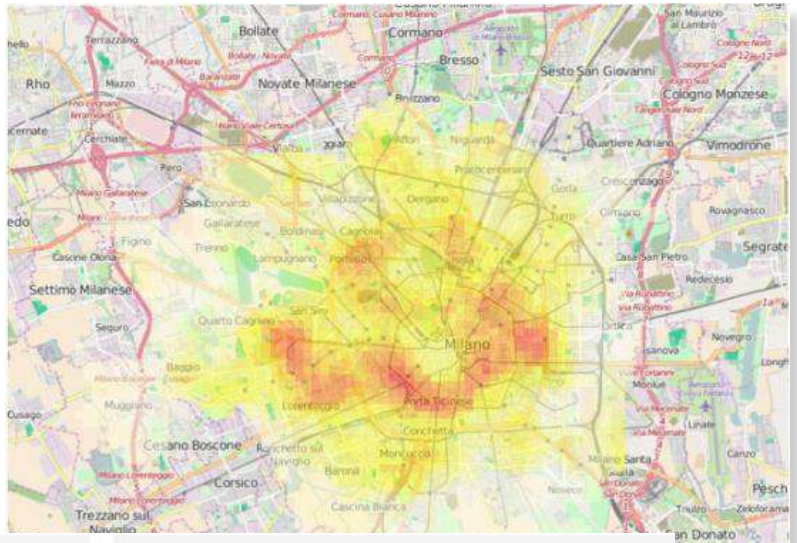
- **Request**: Develop a method to leverage Nielsen's advertising investment data of Italian companies.
- **Approach**: Utilized customized Kohonen maps (neural maps) to create a meaningful, human-readable two-dimensional representation of a multidimensional environment.
- **Result**: Innovative solution that regularly produces maps used by management for **strategic decision-making**.



Sinte

Territorial vocation map

- **Request**: Visualize the «territorial vocation» of Milan
- **Approach**: Use open data to create a multilayer visualisation map
- **Result**: An innovative tool that provides a new perspective on understanding the territory.

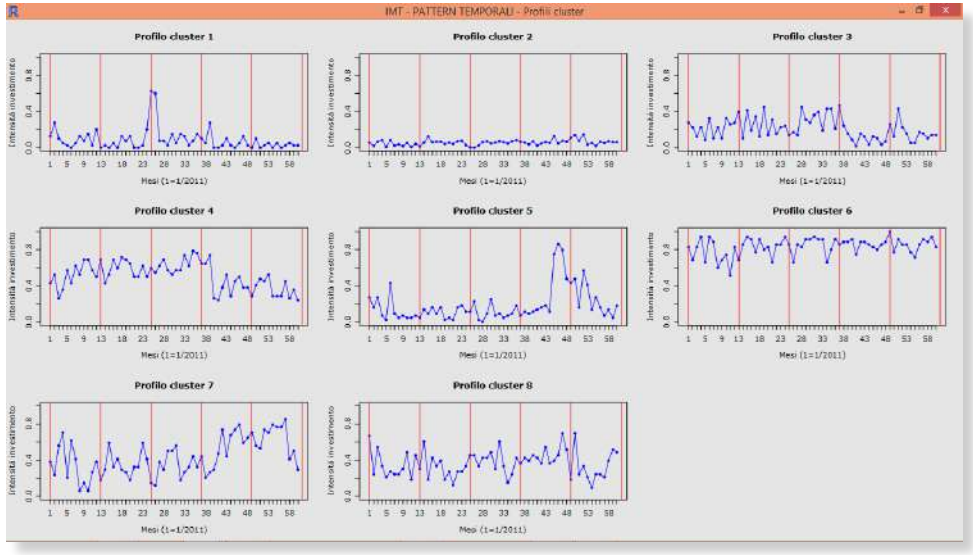


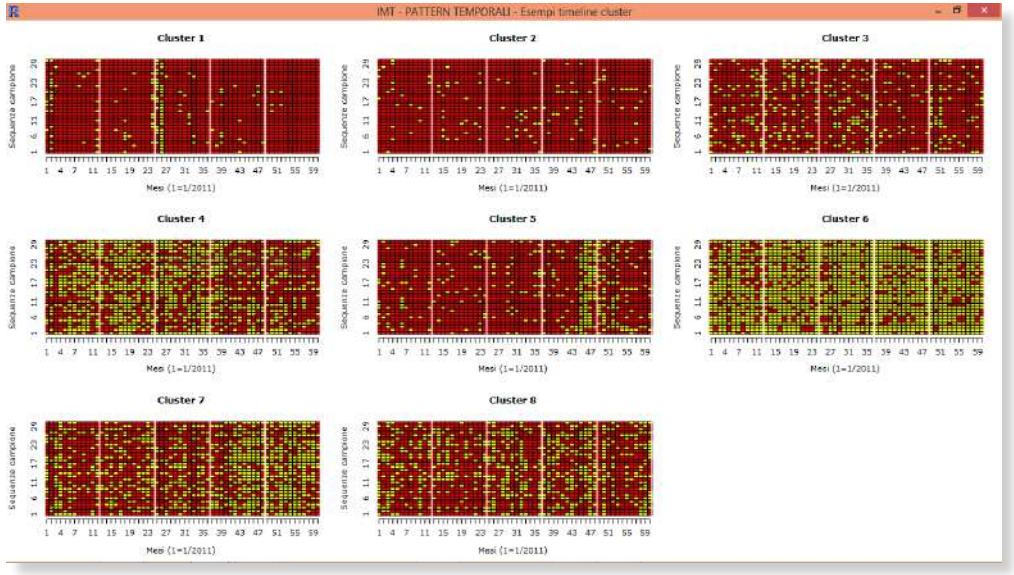
Sinte

Time series

Temporal investment segmentation

- **Request**: Identify investment patterns over time to support timely sales actions.
- **Approach**: Developed a tool using statistical tests and clustering algorithms to segment and visualize investment behaviors.
- **Result**: This **tool is now integrated into an IMT** (Informational Marketing Tools) suite.

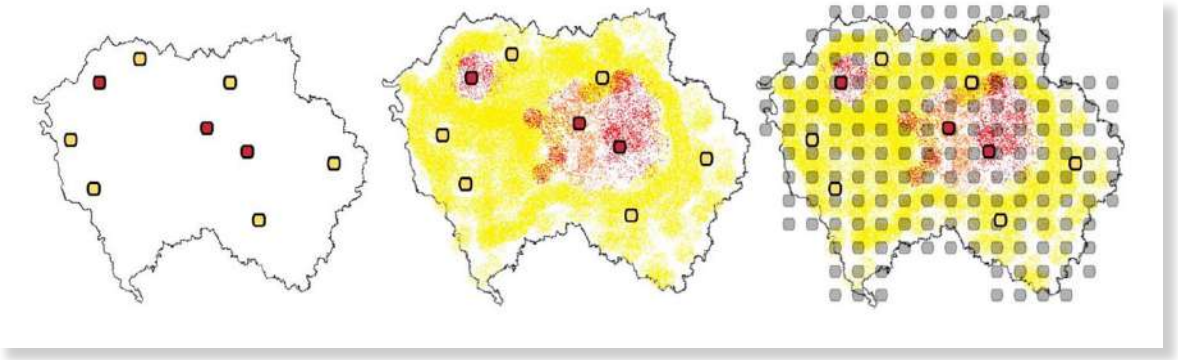


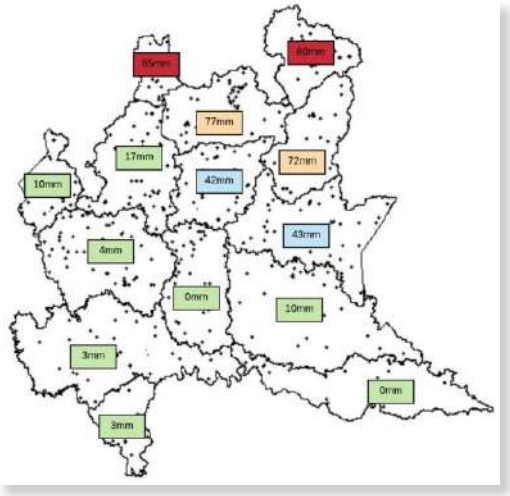


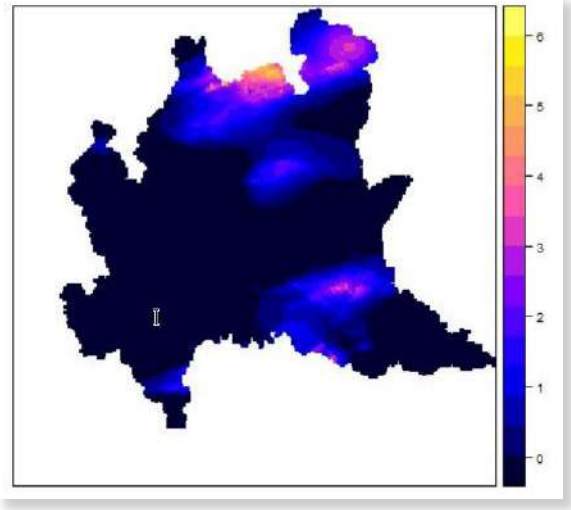
Sinte

Meteo forecasting

- **Request**: Provide reliable forecasts for major weather events to help authorities prepare for natural disasters.
- **Approach**: Integrated forecasts from multiple services to develop an intelligent algorithm, offering robust predictions.
- **Result**: An important solution that delivers a potential risk alert index for each geographical area.



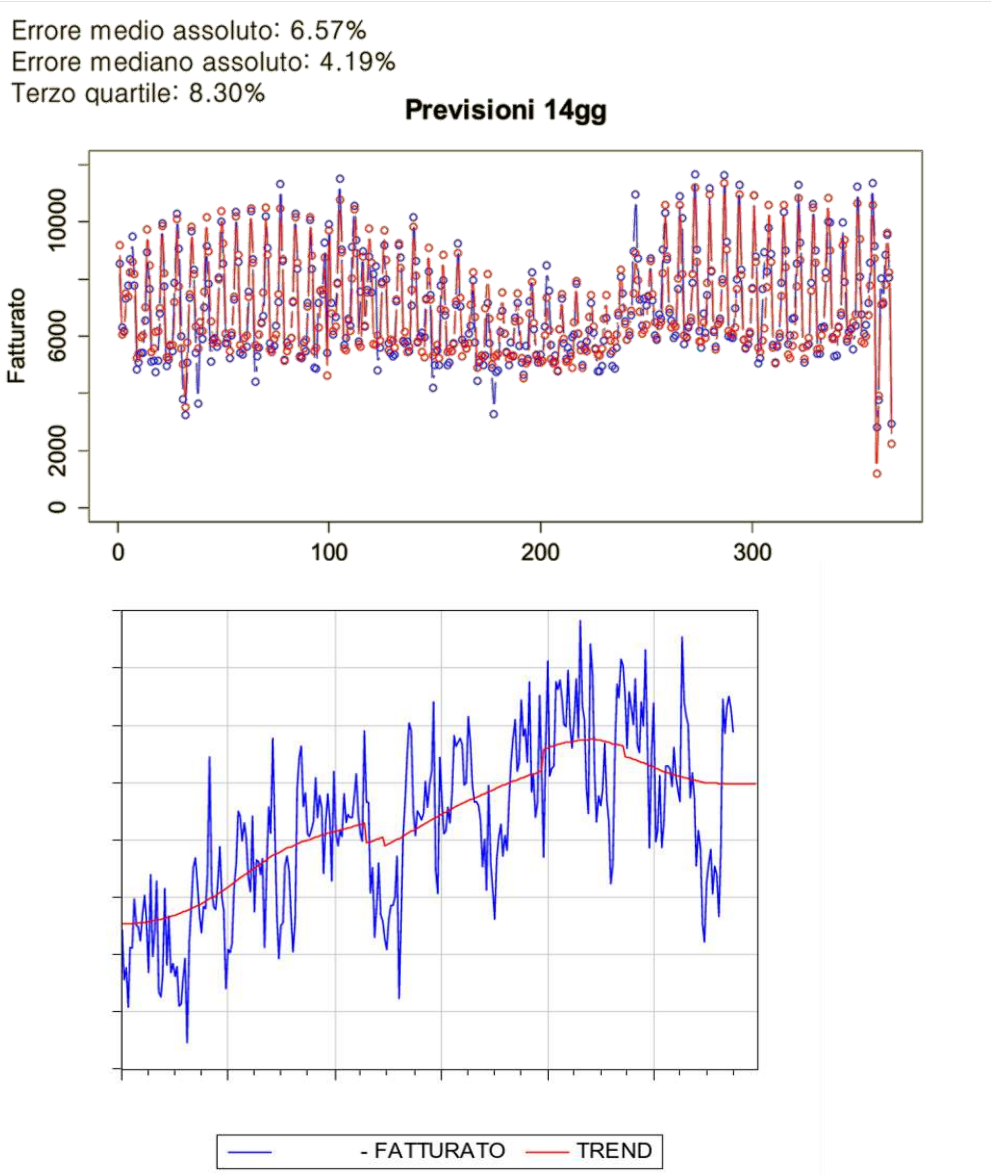




Sinte

Restaurant revenue forecasting

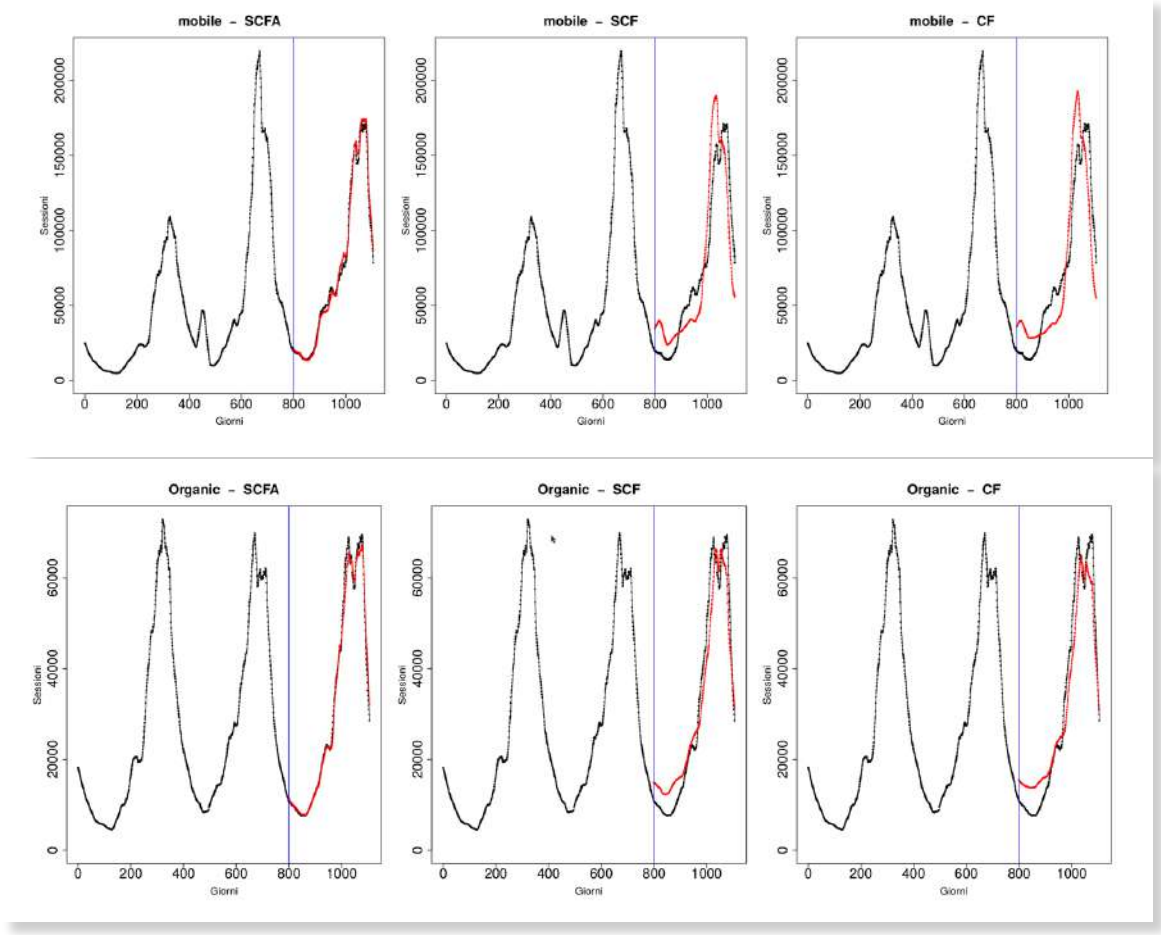
- **Request**: A system to continuously predict restaurant revenues for the next two weeks.
- **Approach**: Utilizing advanced time series models, incorporating external factors like holidays, weather, sales periods, cultural events (Lent, Ramadan), and sports matches, we created a solution that forecasts daily revenue trends.
- **Result**: an **error margin of just 4.19%** for forecasts made **two weeks (14 days) in advance**.



Sinte

e-commerce forecasting

- **Request**: A system to predict sales in the coming months, broken down by product type for each of the brand's shops.
- **Approach**: We embedded our client's expertise and external events into time series models to create a solution capable of generating sales trends and forecasts.
- **Result**: Three customizable engines, ranging from basic to advanced, were developed to accurately forecast revenues for each brand, simply by adjusting the data feed.

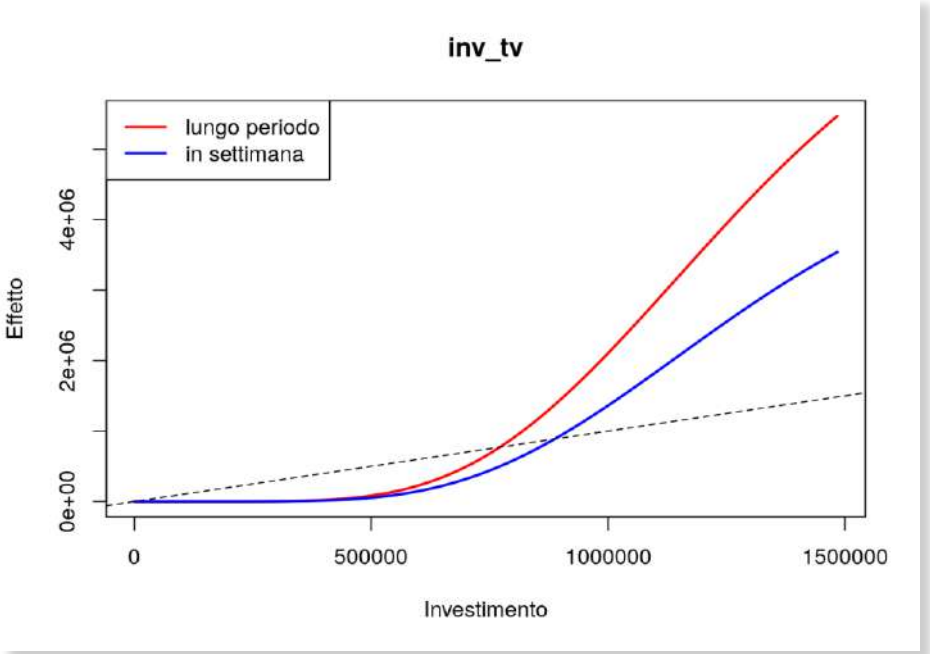


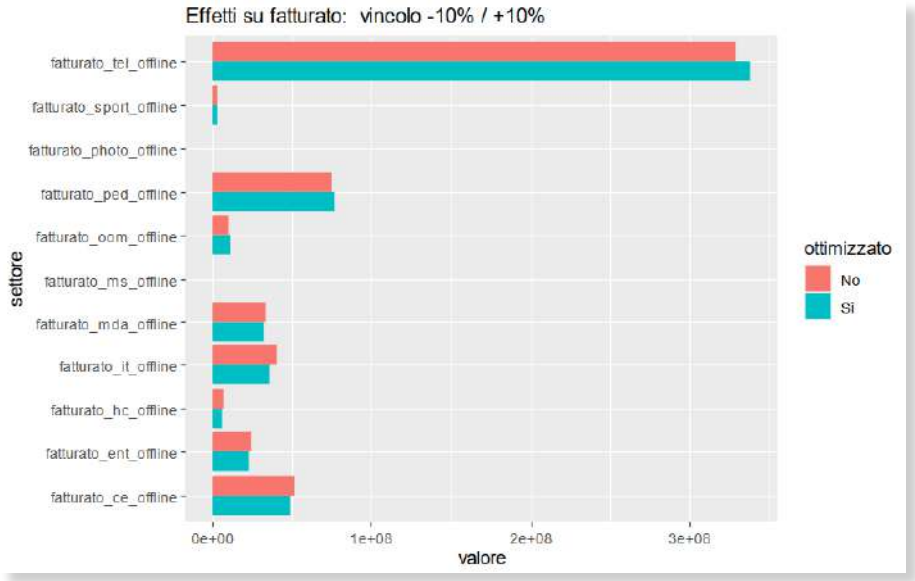
Regressors:
S=Sales
C=Calendar
F=Festivity
A=Autoregression

Sinte

Advertising investment optimization

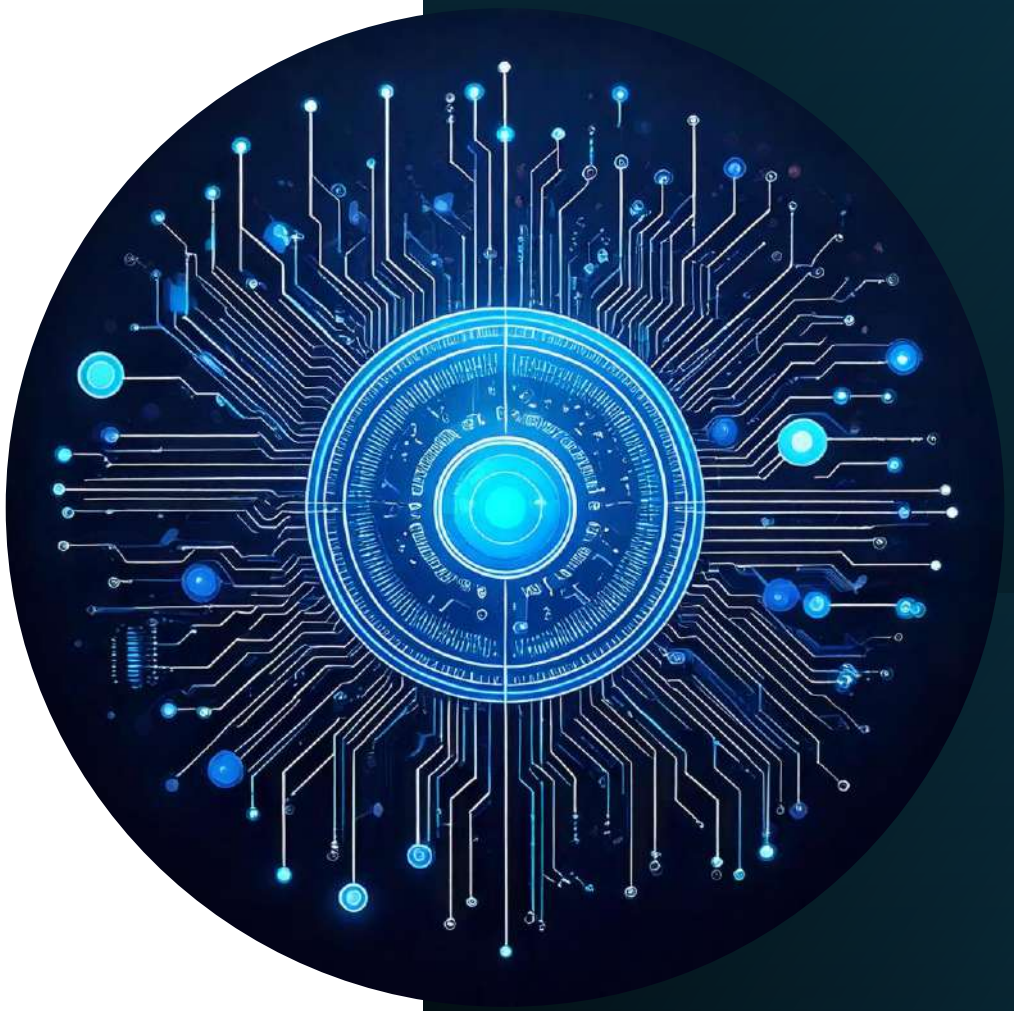
- **Request**: Develop a solution that takes in budget and acceptable quota ranges for each media type to suggest the best investment mix in advertising to maximize revenues.
- **Approach**: Using a highly advanced combination of time series methodologies, the system analyzes historical data and simulates various scenarios to provide the optimal strategy.
- **Result**: A continuously updated web application that integrates investment and economic data. It allows users to ask investment-related questions, simulates future scenarios based on those inputs, and autonomously finds the best possible media investment (TV, Web, OOH, etc.), **reducing costs and boosting revenues**.





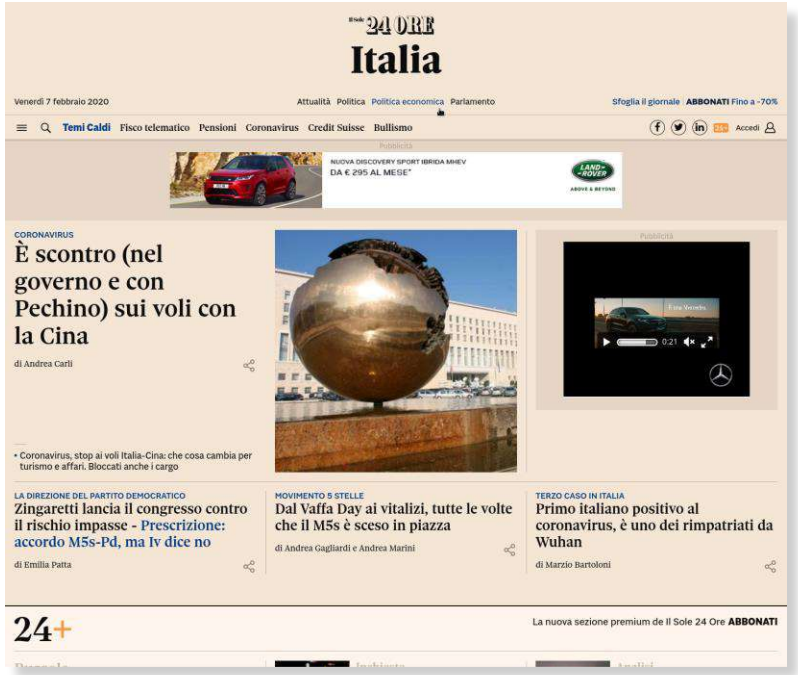
Sinte

Unstructured data



Editorial/Advertising ratio

- **Request**: Extract unstructured information from the web (articles, posts, advertisements, photos, etc.) and transform it into structured data for analysis.
- **Approach**: Develop a highly intelligent web crawler capable of mimicking human behavior to gather relevant data efficiently.
- **Result**: A powerful engine that collects **4x more articles** than the leading competitor and successfully **captures advertisements where others have failed**.



D.Repubblica.it [Italy]

	Chanel	Dior	Total
Oggetto del giorno	4	5	9
Oggi scelgo	4	5	9
Bellezza	4	5	9
Look	4	5	9
Vintage	4	5	9
Moda	4	5	9
Design	4	5	9
total	28	35	63

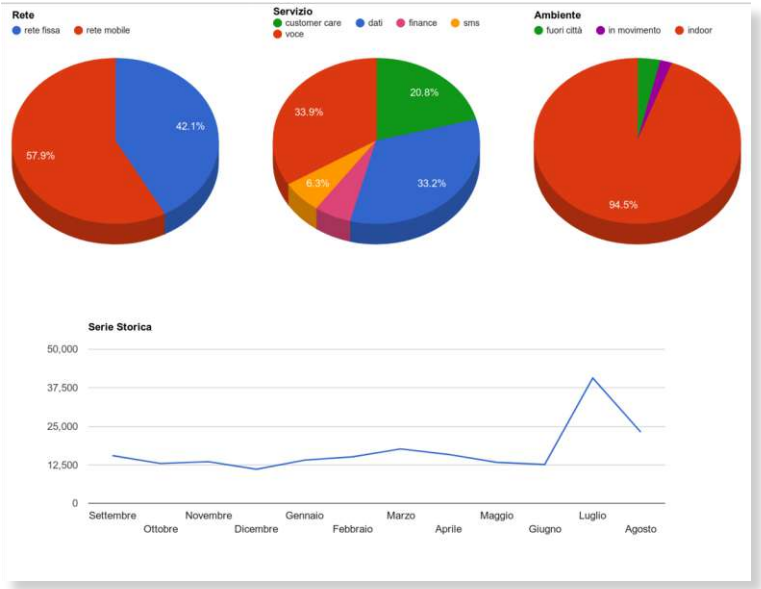
Dior

	header	footer	popup	lateral	page body	background/skin	Total
Italy	35	0	0	176	36	10	257
D.Repubblica.it	35	0	0	0	0	0	35
Elle.it	0	0	0	30	0	6	36
Grazia.it	0	0	0	50	34	0	84
MarieClaire.it	0	0	0	52	0	0	52
Repubblica.it	0	0	0	4	0	4	8
Style.it	0	0	0	40	2	0	42
total	35	0	0	176	36	10	257

Sinte

Brand perception

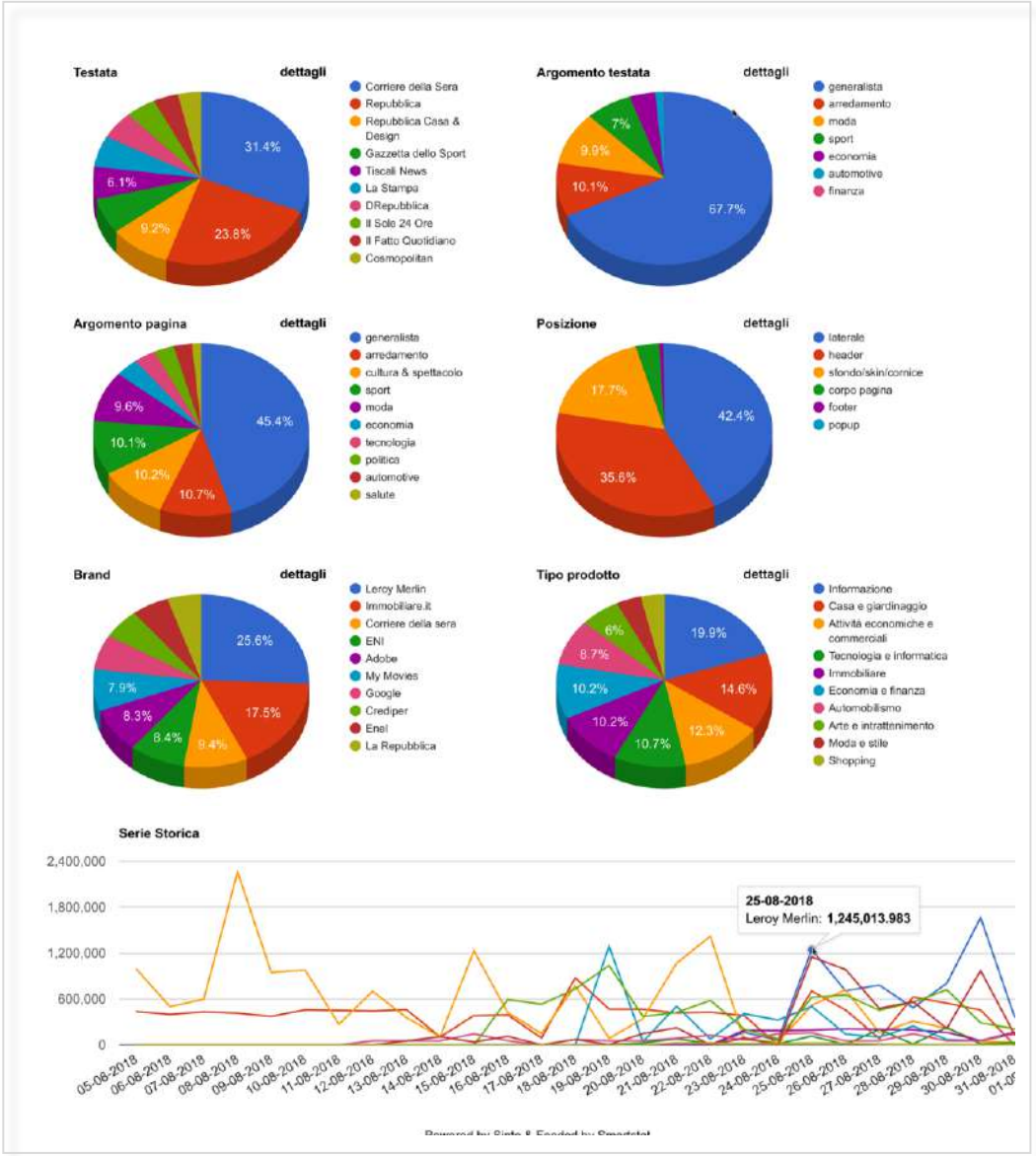
- **Request**: Detect and measure customers' perception of the service across the Internet.
- **Approach**: Implement a powerful crawling engine combined with human-trained semantic and sentiment algorithms, alongside an innovative mathematical model. This engine analyzes online discussions and social media, identifying specific problems and their locations.
- **Result**: An hourly feed providing real-time insights on issues, impacted devices, geolocation and context. In production, it accurately **detects and identifies more than 90% of the problems in real-time**.



Sinte

Display Advertising observatory

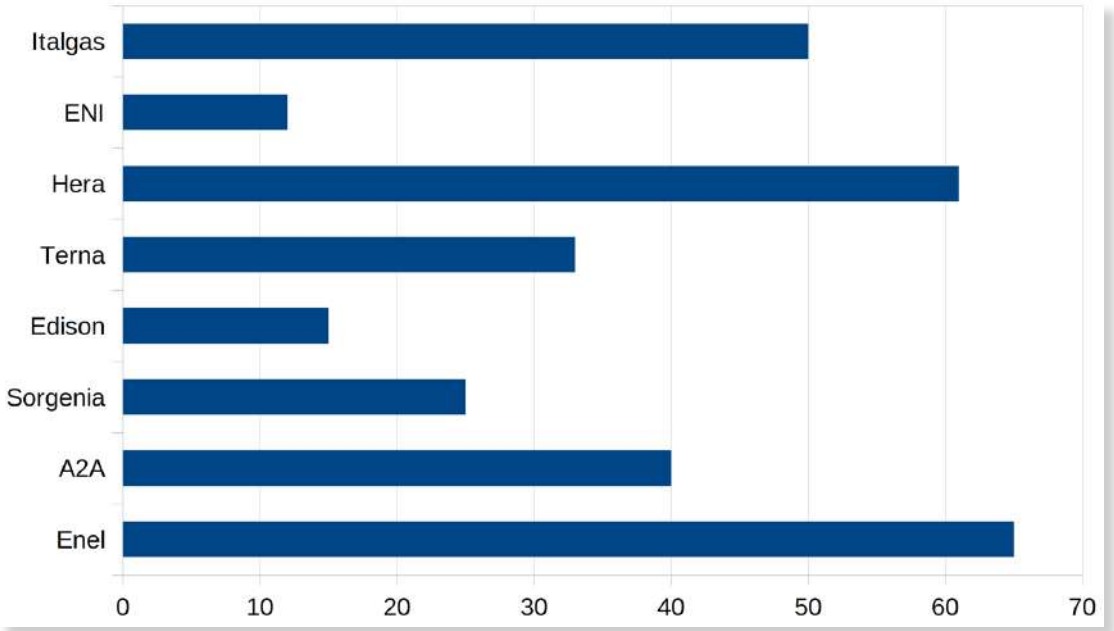
- **Request**: Create a comprehensive map of online advertising to track market trends and identify potential clients investing in ads.
- **Approach**: Leverage our crawler to continuously monitor online advertisements, capturing data on websites, page levels, advertisers, products, banner positions and frequency. Provide daily reports with detailed insights.
- **Result**: An engine that **identifies all advertising investors, covering both international and local sites (including those lacking aggregated information)**.

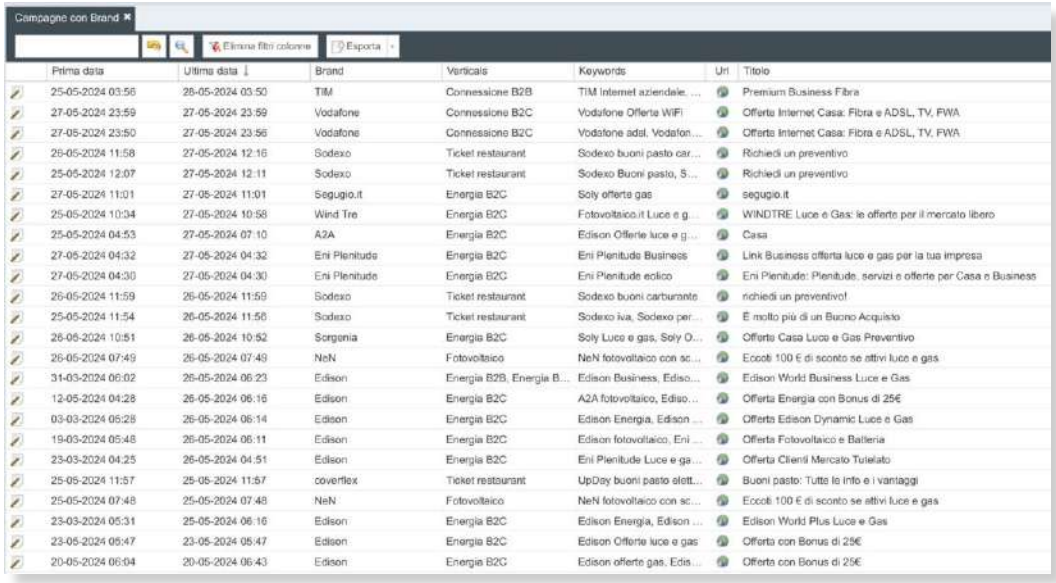


Sinte

AdWords Campaign observatory

- **Request**: Track and monitor web campaigns of the brand and its competitors.
- **Approach**: Use our intelligent crawler to gather and structure data, identifying keywords, communication styles and campaign durations.
- **Result**: A web application that offers companies a **comprehensive overview** of current and past web campaigns, with the ability to **dive** into specific details like individual communications and landing pages.




Campagne con Brand

Prima data	Ultima data	Brand	Verticals	Keywords	Url	Titolo
25-05-2024 03:56	26-05-2024 03:50	TIM	Connessione B2B	TIM Internet aziendale, ...		Premium Business Fibra
27-05-2024 23:59	27-05-2024 23:59	Vodafone	Connessione B2C	Vodafone Offerte WIFI		Offerta Internet Casa: Fibra e ADSL, TV, FWA
27-05-2024 23:50	27-05-2024 23:56	Vodafone	Connessione B2C	Vodafone adsl, Vodafon...		Offerta Internet Casa: Fibra e ADSL, TV, FWA
26-05-2024 11:58	27-05-2024 12:16	Sodexo	Ticket restaurant	Sodexo buoni pasto car...		Richiedi un preventivo
25-05-2024 12:07	27-05-2024 12:11	Sodexo	Ticket restaurant	Sodexo Buoni pasto, S...		Richiedi un preventivo
27-05-2024 11:01	27-05-2024 11:01	Segugio.it	Energia B2C	Soly offerte gas		segugio.it
25-05-2024 10:04	27-05-2024 10:58	Wind Tre	Energia B2C	Fotovoltaico.it Luce e g...		WINDTRE Luce e Gas: le offerte per il mercato libero
25-05-2024 04:53	27-05-2024 07:10	A2A	Energia B2C	Edison Offerte luce e g...		Casa
27-05-2024 04:32	27-05-2024 04:32	Eni Plenitude	Energia B2C	Eni Plenitude Business		Link Business offerta luce e gas per la tua impresa
27-05-2024 04:30	27-05-2024 04:30	Eni Plenitude	Energia B2C	Eni Plenitude eolico		Eni Plenitude: Plenitude, servizi e offerte per Casa e Business
26-05-2024 11:59	26-05-2024 11:59	Sodexo	Ticket restaurant	Sodexo buoni carburante		richiedi un preventivo!
25-05-2024 11:54	26-05-2024 11:56	Sodexo	Ticket restaurant	Sodexo iva, Sodexo per...		È molto più di un Buono Acquisto
26-05-2024 10:51	26-05-2024 10:52	Sorgenia	Energia B2C	Soly Luce e gas, Soly O...		Offerta Casa Luce e Gas Preventivo
26-05-2024 07:49	26-05-2024 07:49	NeN	Fotovoltaico	NeN fotovoltaico con sc...		Eccoti 100 € di sconto se attivi luce e gas
31-03-2024 06:02	26-05-2024 06:23	Edison	Energia B2B, Energia B...	Edison Business, Edisc...		Edison World Business Luce e Gas
12-05-2024 04:28	26-05-2024 06:16	Edison	Energia B2C	A2A fotovoltaico, Ediso...		Offerta Energia con Bonus di 25€
03-03-2024 05:28	26-05-2024 06:14	Edison	Energia B2C	Edison Energia, Edison ...		Offerta Edison Dynamic Luce e Gas
19-03-2024 05:48	26-05-2024 06:11	Edison	Energia B2C	Edison fotovoltaico, Eni ...		Offerta Fotovoltaico e Batteria
23-03-2024 04:25	26-05-2024 04:51	Edison	Energia B2C	Eni Plenitude Luce e ga...		Offerta Clienti Mercato Tutelato
25-05-2024 11:57	25-05-2024 11:57	coverflex	Ticket restaurant	UpDay buoni pasto elett...		Buoni pasto: Tutte le info e i vantaggi
25-05-2024 07:48	25-05-2024 07:48	NeN	Fotovoltaico	NeN fotovoltaico con sc...		Eccoti 100 € di sconto se attivi luce e gas
23-03-2024 05:31	25-05-2024 06:16	Edison	Energia B2C	Edison Energia, Edison ...		Edison World Plus Luce e Gas
23-05-2024 05:47	23-05-2024 05:47	Edison	Energia B2C	Edison Offerte luce e gas		Offerta con Bonus di 25€
20-05-2024 06:04	20-05-2024 06:43	Edison	Energia B2C	Edison offerte gas, Edis...		Offerta con Bonus di 25€

Sinte

(Un)structured data discovery

- **Request**: Identify the content of files in the company's repository to discover sensitive data for GDPR compliance and create a comprehensive mapping solution.
- **Approach**: Develop a solution that combines document parsing, regular expressions, predefined data lists and advanced algorithms.
- **Result**: Successfully identify sensitive data within various formats, including Office documents, PDFs, text files, images, audio and video.

file: excel-5.xlsx

CC Sheet1

CC

Column	Pattern	Description	Distinct	Count	Rows	%
column 1 ()	P001	email	98	98	100	98%
column 2 ()	P004	telefono	10	10	100	10%
	P002	carta di credito	1	1	100	1%
column 3 ()	D001	nome	59	102	100	100%
	D002	cognome	106	145	100	100%
	D002_D001	Nome e Cognome	66	66	100	66%
column 4 (IBAN)	P003	iban	51	51	99	51%
	P004	telefono	24	48	99	48%
column 5 (nomi)	D001	nome	53	95	97	97%
	D002	cognome	46	84	97	86%
column 6 (cognomi)	D002	cognome	61	61	100	61%
	D001	nome	7	7	100	7%
column 11 (null)	P004	telefono	1	48	74	64%

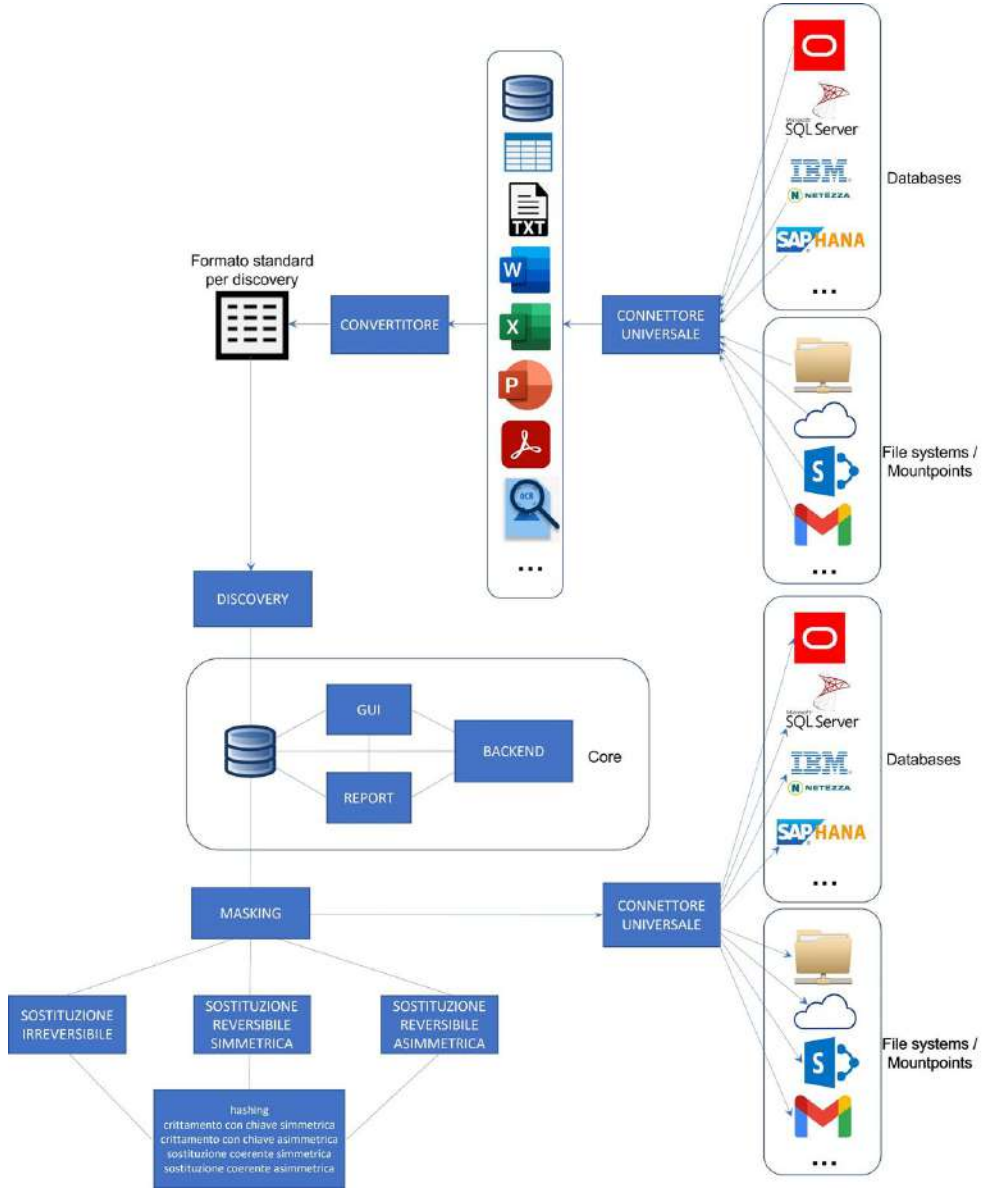
Pattern	Description	Distinct	Count
P001	email	98	196
P002	carta di credito	1	2
P003	iban	51	51
P004	telefono	58	116
D002_D001	Nome e Cognome	66	212
D001	nome	59	306
D002	cognome	106	435

Pattern	Description	Value	Count
P001	email	aaron_ketterl@principledoman.com	2
P001	email	adanruegger@gmail.com	2
P001	email	adena-corpeno@yandex.com	2
P001	email	adrienzeinert@needrontosportiks.com	2
P001	email	agatha_mellom@hotmail.com	2
P001	email	agnus_newbill@gmail.com	2
P001	email	agueda-perina@gmail.com	2
P001	email	agustinadally@gmail.com	2
P001	email	aidacrotzer@yahoo.com	2
P001	email	alanmondoux@yahoo.com	2
P001	email	aleciaostlie@gmail.com	2
P001	email	alene_straube@darlonnigga.com	2
P001	email	aleshia-culcasi@gmail.com	2
P001	email	alex_faddis@aol.com	2
P001	email	alix-walat@andertrapvostan.com	2
P001	email	alma_kacic@gmail.com	2
P001	email	almeta_sampley@gmail.com	2
P001	email	alonzo_berumen@aikazemi.com	2
P001	email	alonzoree@domainanalyticsart.com	2
P001	email	altha-middents@gilmorestradingsolution.com	2
P001	email	alvaeans@isthereyou.com	2

Sinte

Data Masking

- **Request**: Identify the types of personal data stored in the company's repositories (databases, filesystems, etc.) and mask them according to varying requirements.
- **Approach**: Use a mix of innovative techniques to read and write data from multiple sources, analyzing it within a scalable big data environment.
- **Result**: A solution capable of processing **huge amount of data within minutes**, leveraging AI to minimize false positives and false negatives.

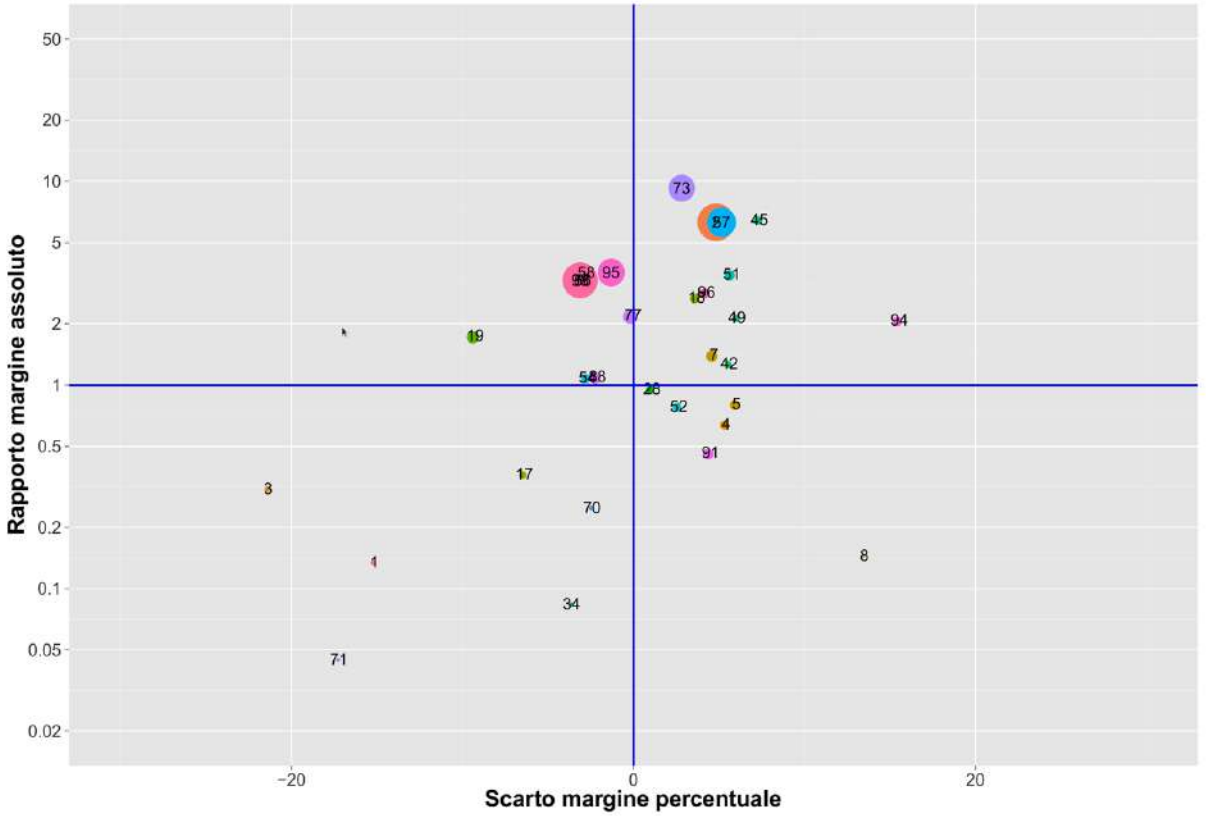


Sinte

Ranking

Sales-force evaluation

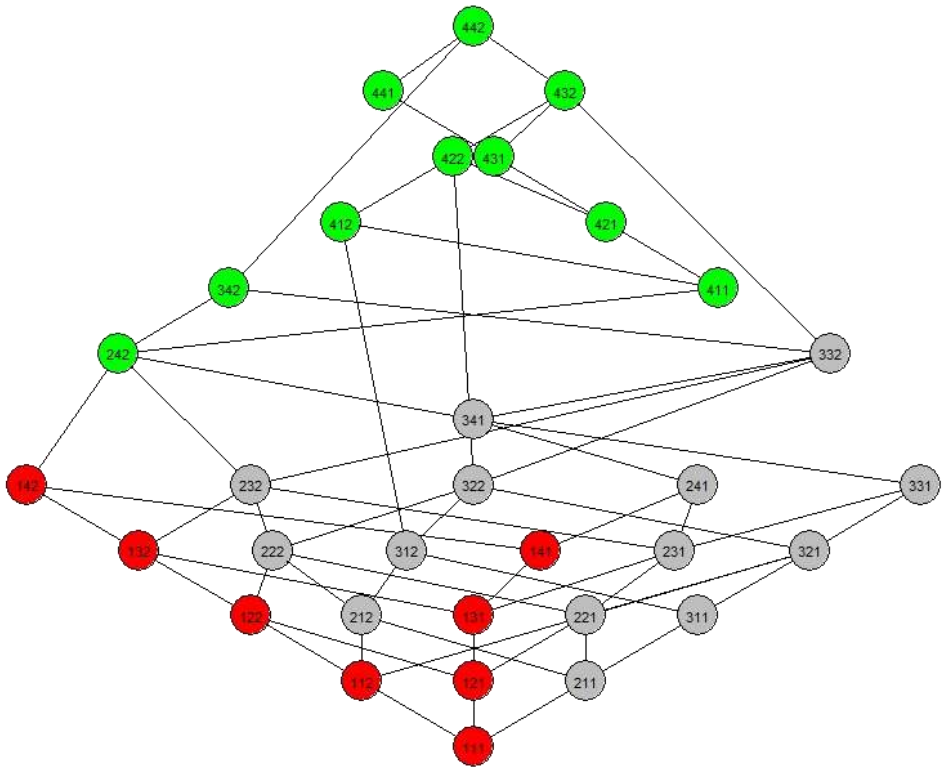
- **Request**: Compare the performance of hundreds of business agents across various regions, clients (e.g., **Carrefour, Auchan**), and different parts of the product catalog.
- **Approach**: Study a new model that scientifically balances advantages and disadvantages based on data, ensuring that all agents are evaluated on a level playing field.
- **Result**: **An indispensable commercial tool**: a map displaying recalculated absolute and relative margins, enabling our customer to effectively compare agent performance.



Sinte

Prospecting

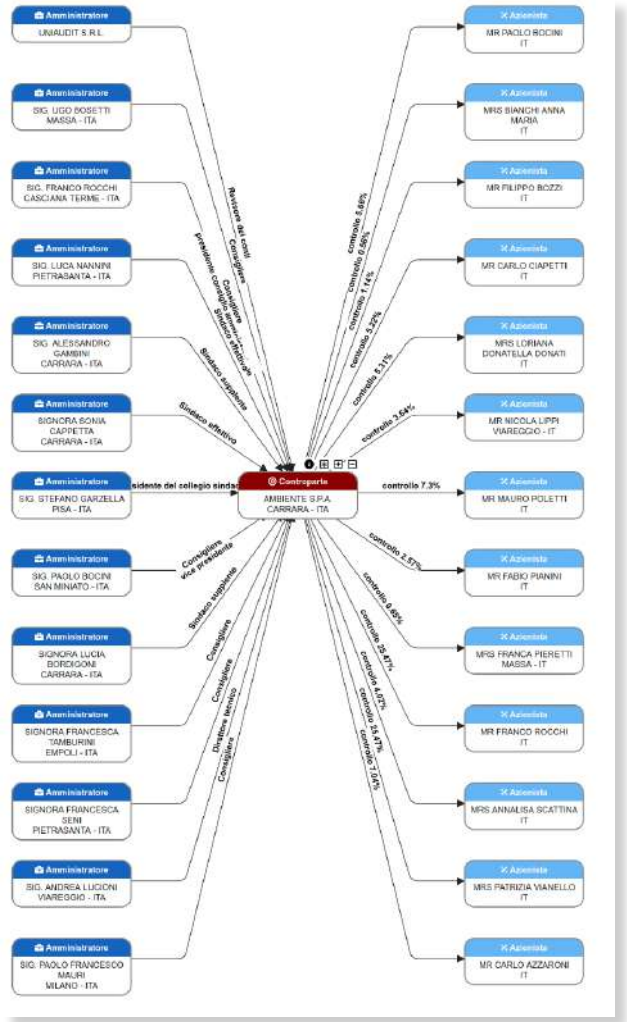
- **Request**: Replace existing systems that assign a probability score for acquiring each prospect.
- **Approach**: Using ordinal variables models (typical of social science) we developed a revolutionary solution that:
  - requests human inputs in a manner that aligns with natural thinking processes
  - generates mathematically accurate scores
- **Result**: A new model capable of identifying companies likely to engage, achieving a 90% success rate within a group that is **5x narrower** than that of the previous model.



Sinte

Suppliers ranking

- **Request**: Automatically analyze and evaluate suppliers while maintaining constant oversight.
- **Approach**:
  1. Create numerous connectors to various data sources.
  2. Implement an AI solution to calculate key performance indicators (KPIs).
- **Result**: **Thousands of suppliers** under continuous **monitoring** with minimal human effort, supported by a smart alert system for rapid interventions.

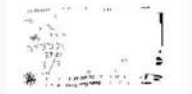


Sinte

Image recognition

Handwriting recognition

- **Request**: Automatically extract the price and date from images of taxi receipts submitted by employees via their cellphones.
- **Approach**: A mix of innovative pattern recognition solutions, smart algorithms and machine learning systems to achieve accurate results.
- **Result**: Our engine correctly identifies the invoice values in 31.24% of receipts, outperforming previous suppliers who achieved only 4% accuracy - making our solution **7.5x better than the competition**.

#	file	tipo	data	value	score
135		001_01	/8/2018 (06/08/2018)	14.8 (50.0)	9999.99
#	file	tipo	data	value	score
137		001_02	1848 (06/08/2018)	18.8 (50.0)	9999.99
#	file	tipo	data	value	score
139		001_03	(06/08/2018)	9.0 (50.0)	9999.99
#	file	tipo	data	value	score
132		002	(06/08/2018)	(50.0)	
#	file	tipo	data	value	score
134		002_00	1748 (06/08/2018)	6.0 (50.0)	10.0
#	file	tipo	data	value	score
136		002_01	/8/2018 (06/08/2018)	10.0 (50.0)	9999.99
#	file	tipo	data	value	score
138		002_02	63/3/2092 (06/08/2018)	54.6 (50.0)	9999.99

Sinte

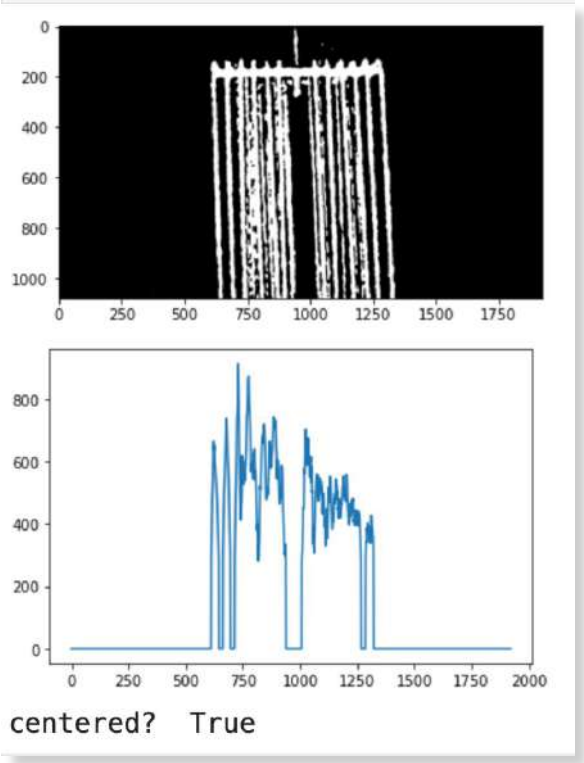
Image pattern recognition

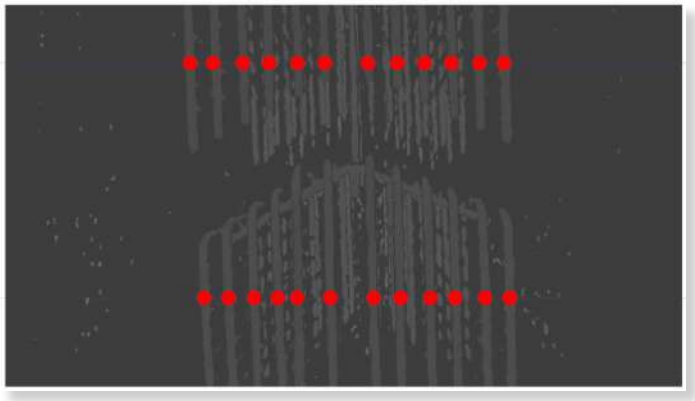
- **Request**: Automatically identify the correct image taken from different angles, surfaces and lighting conditions.
- **Approach**: A pattern recognition engine able to accurately identify images in every condition.
- **Result**: Our engine successfully identifies the correct image in **92% of cases**.

Sinte

Production control

- **Request**: Accurately analyze and count produced items in an industrial environment to detect defects, reduce waste and ensure correct shipping.
- **Approach**: Implement image recognition and neural network models.
- **Result**: Achieved **100%** accuracy in production counts and detected **85%** of defects.





Sinte

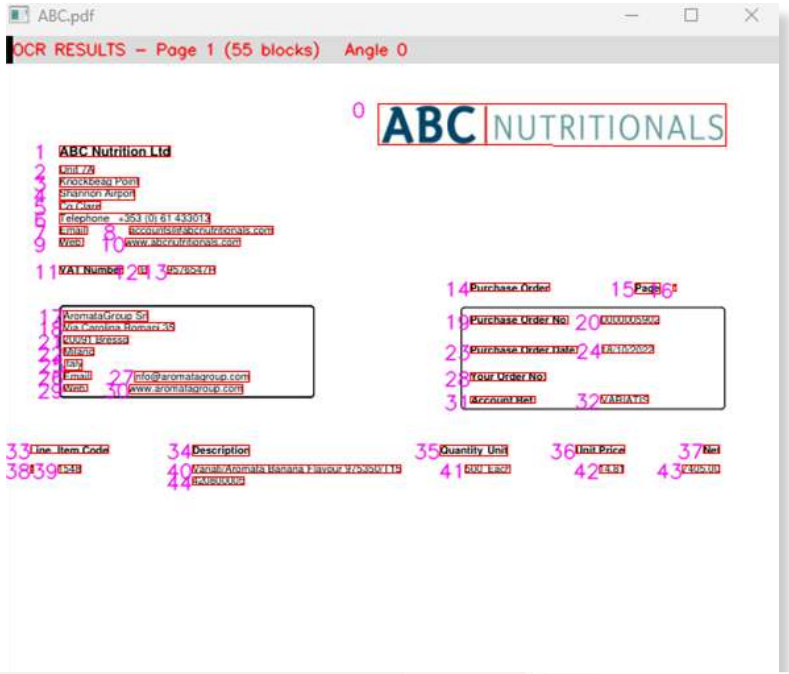
Farm 4.0

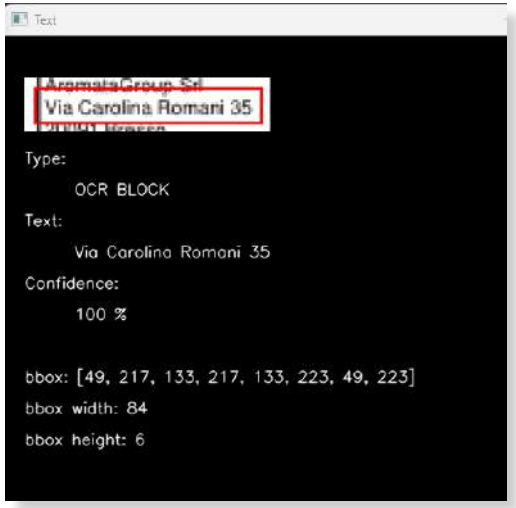
- **Request**: Monitor the weight of cows in a large farm without the need for multiple weighbridges, which are expensive and difficult to maintain.
- **Approach**: Utilize low-cost cameras and NFC ear tags to accurately track the growth of each animal through image recognition models.
- **Result**: Terrific savings (**cost €15,000 vs €1 million** using weighbridges), minimal maintenance required and additional insights into animal growth beyond just weight.

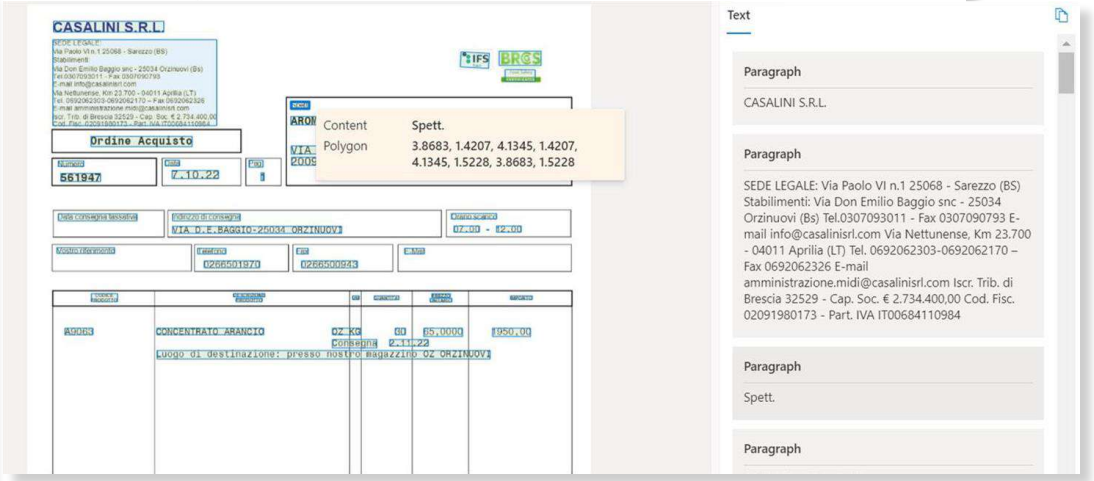
Sinte

Automatic order ingestion

- **Request**: Reduce the time required to input orders into the BI solution.
- **Approach**: An AI solution that can "read" orders and automatically populate fields in the BI system. It also provides warnings to assist users in correcting ambiguous values
- **Result**: **-90% of processing time, 0 errors**.





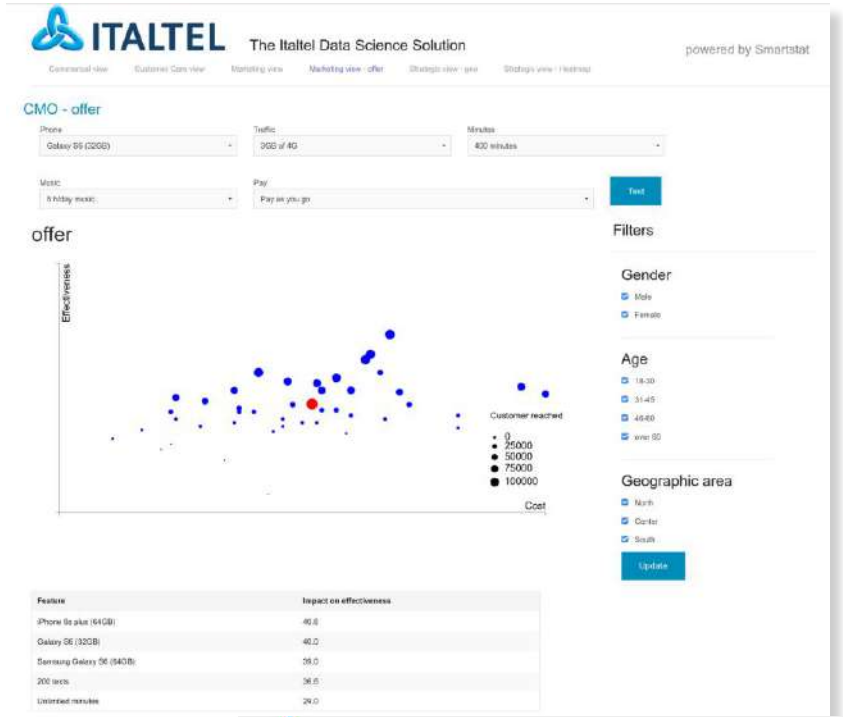


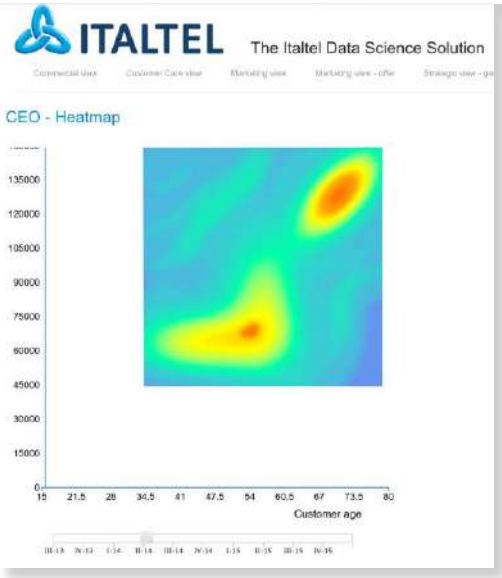
Sinte

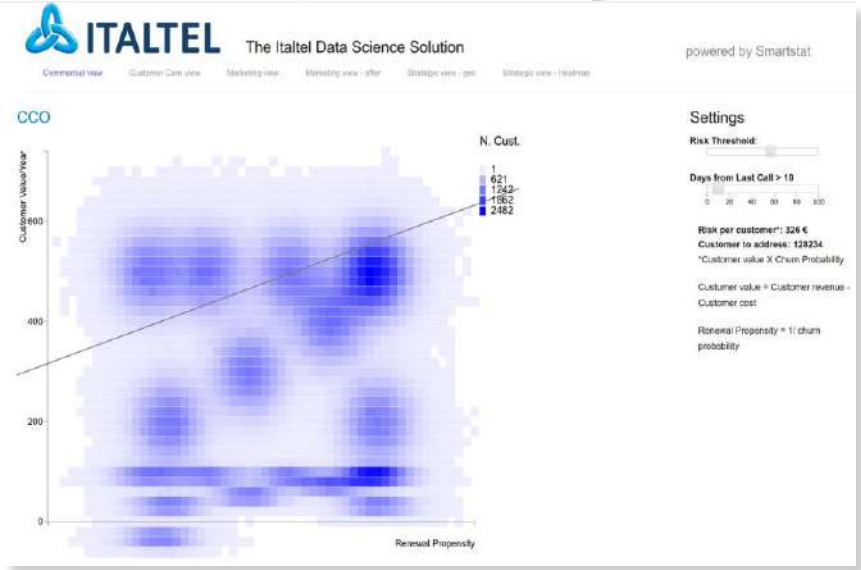
BI solutions

Antichurn management

- **Request**: Manage customer retention activities based on antichurn prediction models.
- **Approach**: Create a fully customized interface tailored to different user roles (Commercial team, CCO, CMO, CEO).
- **Result**: A highly praised web application that gained significant recognition at the Mobile World Congress 2016.



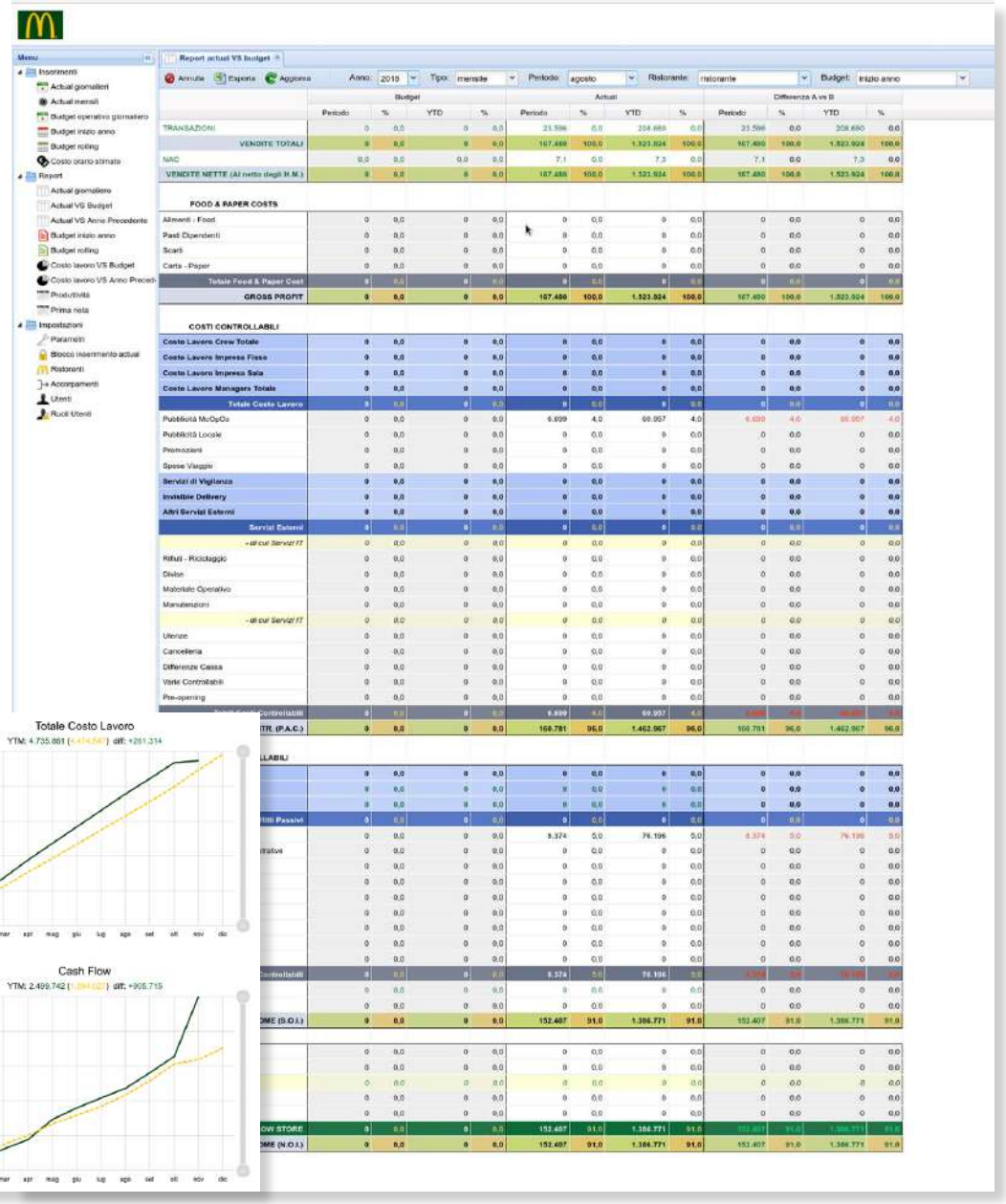




Sinte

Business Intelligence for food

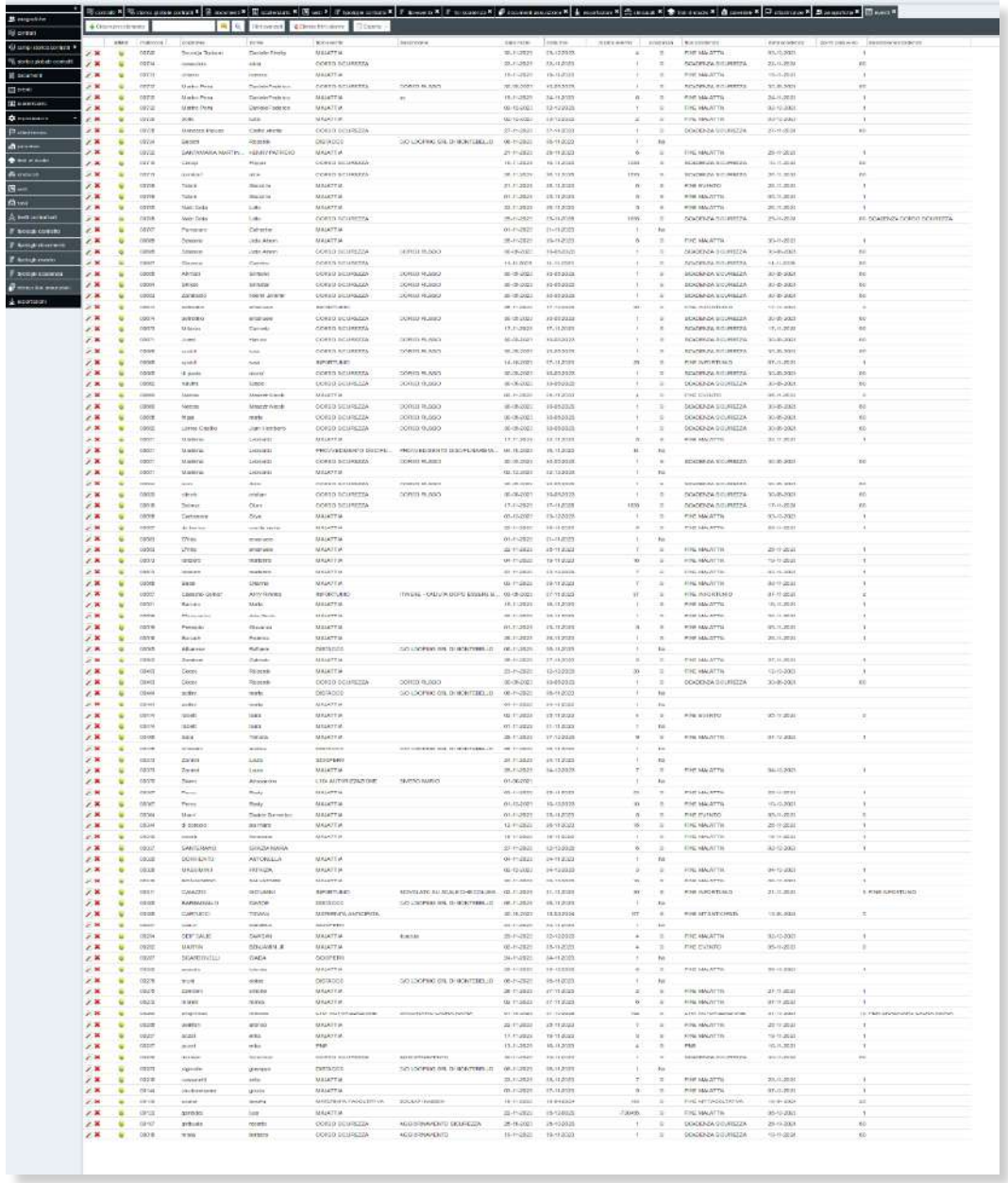
- **Request**: A user-friendly software to manage multi-restaurant operations, providing key insights at a glance.
- **Approach**: Develop a highly customizable platform that adapts to the specific needs of various franchisees.
- **Result**: A widely praised system now implemented in **45 McDonald's restaurants**, with numbers steadily increasing.



Sinte

HR management

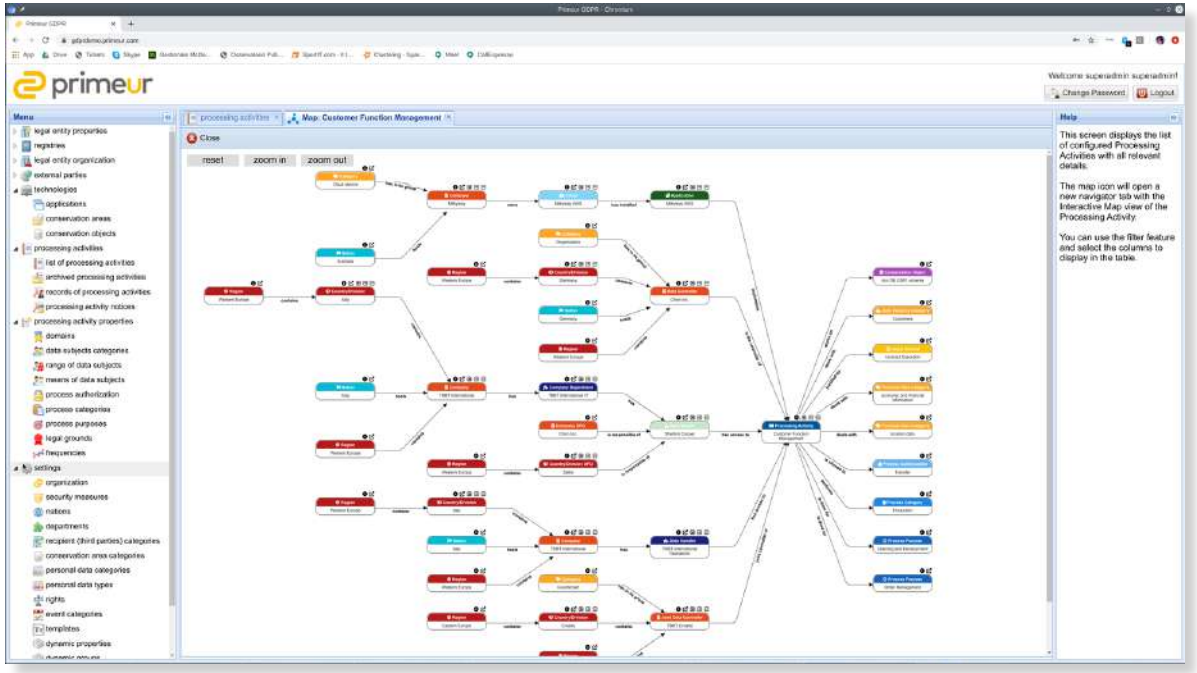
- **Request**: Streamline employee management, reducing paperwork and minimizing time loss to near zero.
- **Approach**: Implement a web application that automates all possible processes and interacts directly with employees via their smartphones.
- **Result**: Significant error reduction, real-time oversight, accelerated procedures and **more time for HR** to focus on employee engagement.



Sinte

GDPR management

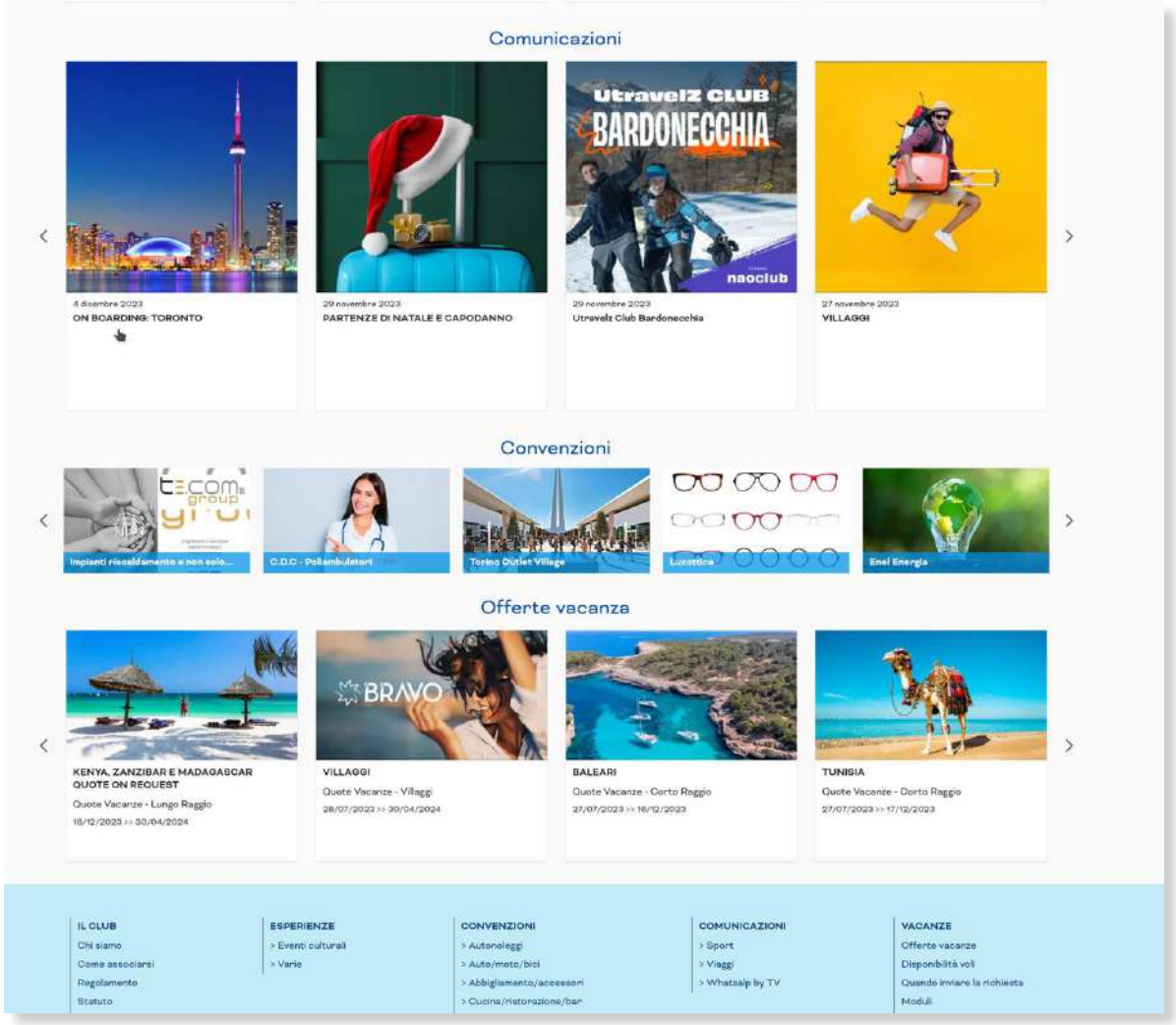
- **Request**: Develop software to assist Data Protection Officers (DPOs) in compiling GDPR information and automatically generating all required documentation.
- **Approach**: Create a highly versatile solution that adapts to varying needs, synchronizes with existing systems, automates data discovery, and generates user-friendly visual maps.
- **Result**: A widely appreciated solution, now in use by both **small companies and multinational corporations**.



Sinte

CRAL management

- **Request**: Develop a software to assist CRAL employees in managing offers and products for all members.
- **Approach**: Create a blend of Business Intelligence (BI) software and an interactive website that automates all procedures, significantly reducing manual effort.
- **Result**: Reduced task management time by **5 to 20 times**.

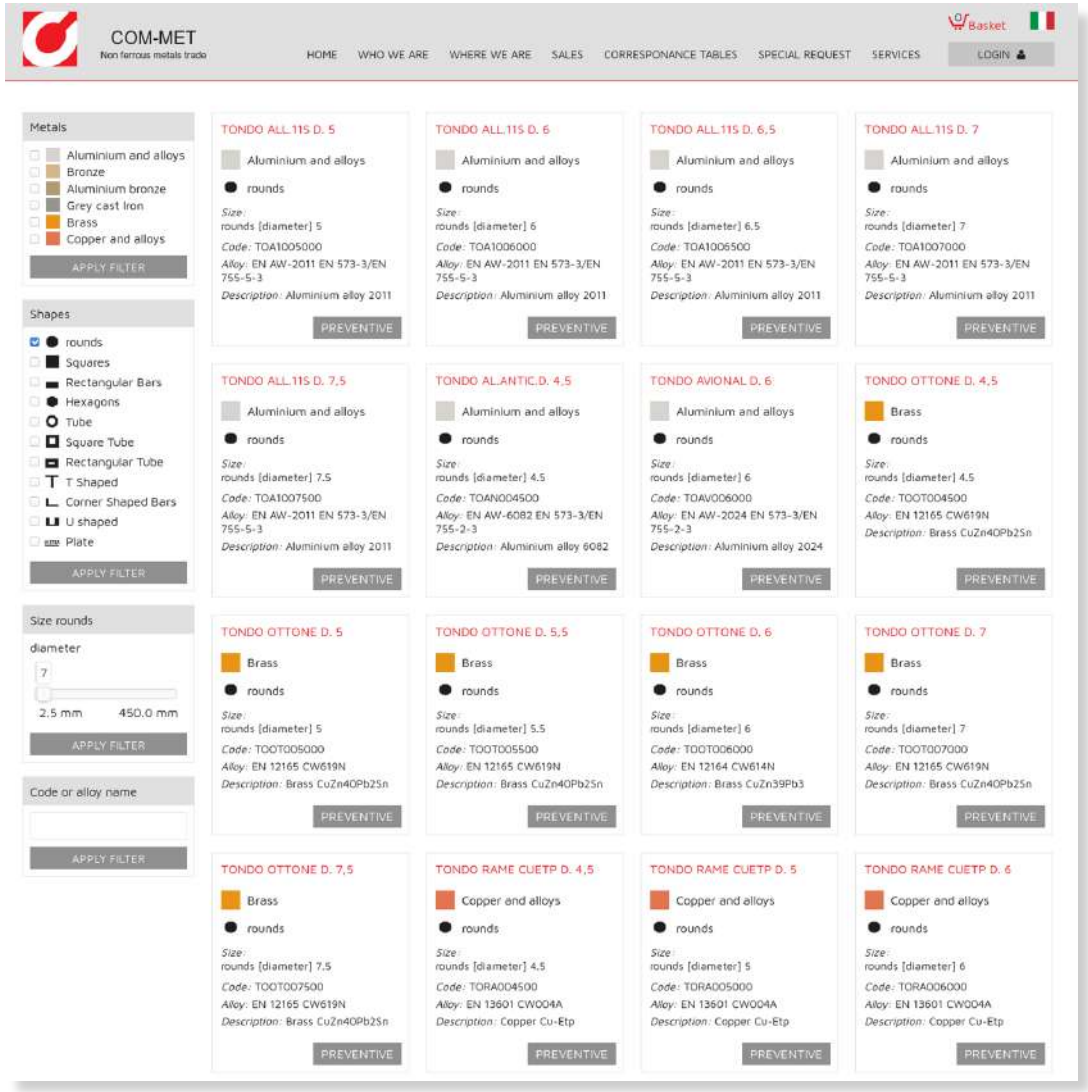


Sinte

Industry optimization

Price algorithm

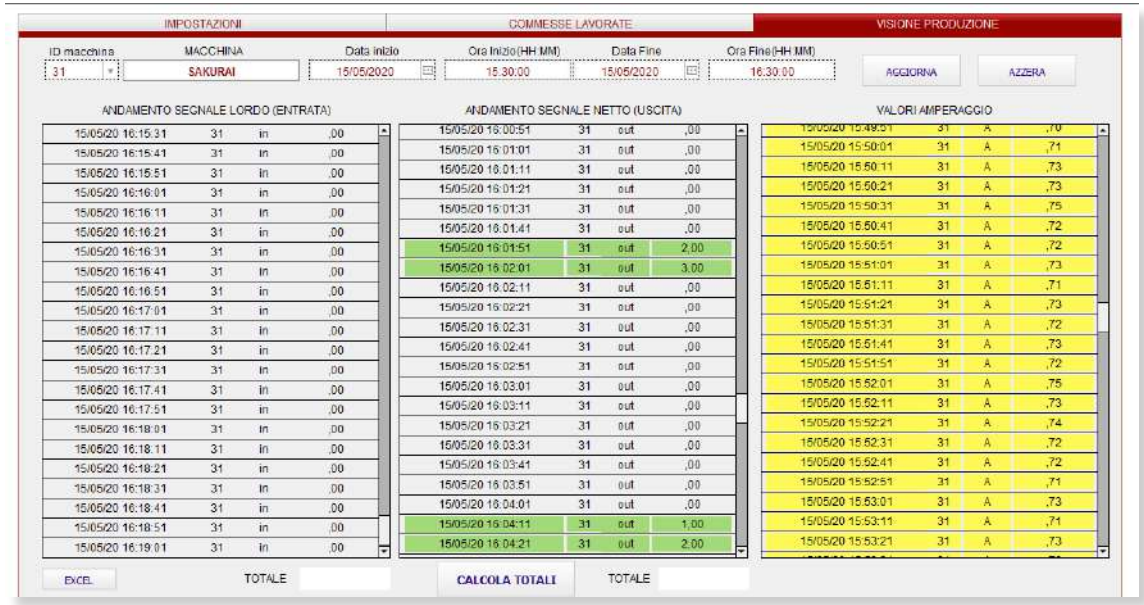
- **Request**: Automatically determine the appropriate price for customer orders of metal bars or plates based on specified dimensions in an e-commerce platform. .
- **Approach**: Use a powerful data collection engine that aggregates prices for base metals and alloys from various sources (such as the London Metal Exchange and Assomet database). This data feeds a sophisticated algorithm that takes into account multiple variables - including cutting time, chippings from cuts, waste parts, forklift usage, stock amounts and price time series - to establish the correct selling price.
- **Result**: An operational engine **since 2005**.



Sinte

Solutions for Industry 4.0

- **Request**: Develop a comprehensive solution to monitor all production phases.
- **Approach**: Create an open solution that utilizes Arduino devices and Raspberry Pi mini PCs to detect and record various parameters from each machine.
- **Result**: Effective control of all processing stages in real-time.



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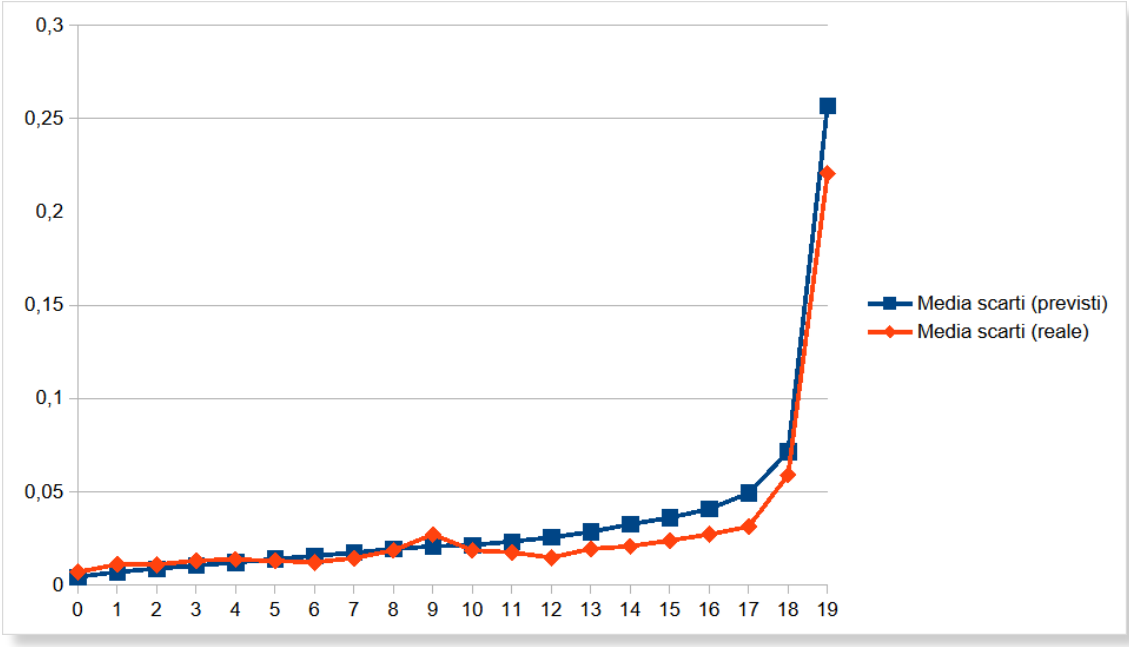
Defect reduction

- **Request:** Minimize industrial production waste.
- **Approach:** Collect targeted data and feedback, develop a centralized analytics engine and design AI algorithms to deliver actionable insights.
- **Result:** Achieved highly accurate defect forecasts for each production batch. Identified critical environmental and machine factors that contribute to defects, enabling proactive prevention.



Sinte

Automated publishing solutions

- **Request**: Automate all possible processes to minimize human effort and resource use.
- **Approach**: Create a multilingual, multi-magazine solution that integrates CRM, marketing campaigns, CMS, editorial planning and sponsor management, all supported by AI algorithms.
- **Result**: A web-based software that enables publishers to reduce costs, enhance performance and achieve growth with minimal investments.

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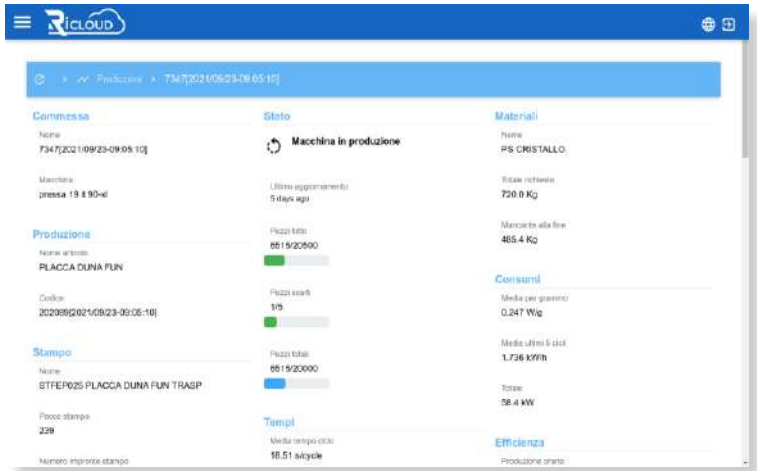
Mobile app

24/7 remote control

- **Request**: Develop a mobile app that interacts with 24-hour industrial machines.
- **Approach**: Create a cross-platform mobile app that enables users to view and modify machine parameters, along with a web application that communicates with the machines via Modbus and connects to the mobile app.
- **Result**: A solution that empowers production firms to control all machines remotely and receive customizable push notifications based on machine settings.



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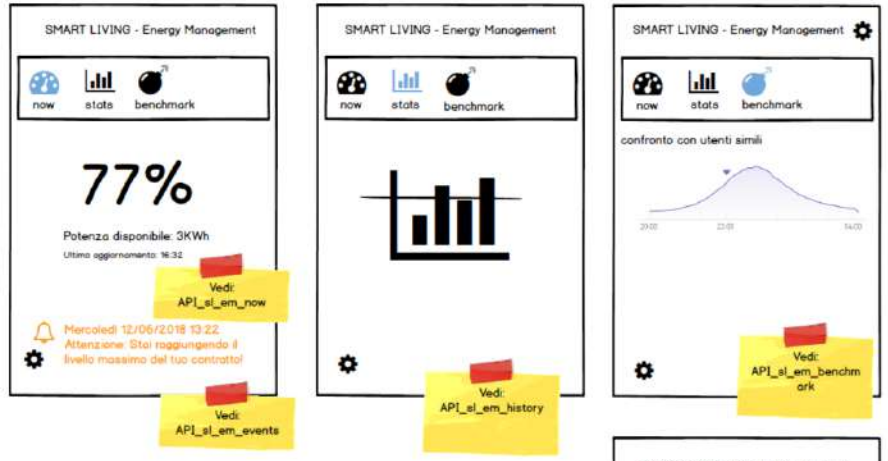
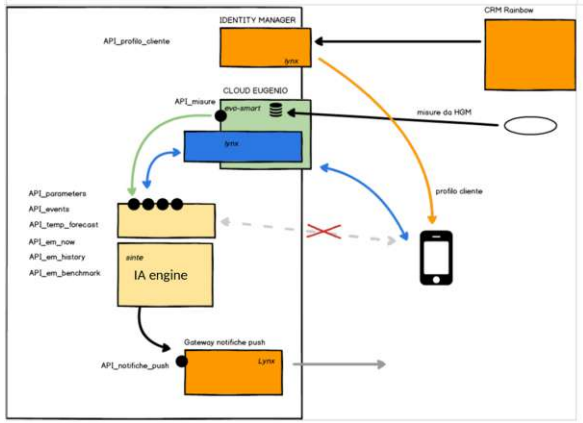
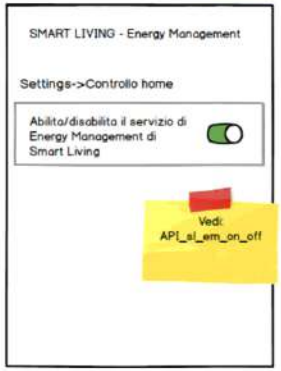
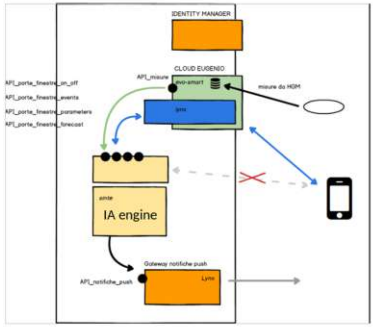
Smart Living

- **Request**: Collect data from thousands of probes and sensors to forecast temperature and optimize energy-saving strategies.
- **Approach**: Implement a scalable big data infrastructure with advanced models for accurate forecasting.
- **Result**: The innovative approach earned public funding of €140,000 from Regione Lombardia.









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3D game app simulation

- **Request**: Develop an app that simulates a real game in 3D.
- **Approach**: Optimize 3D model imports to balance device computational effort while maintaining high image quality.
- **Result**: The first app of this kind in the world.

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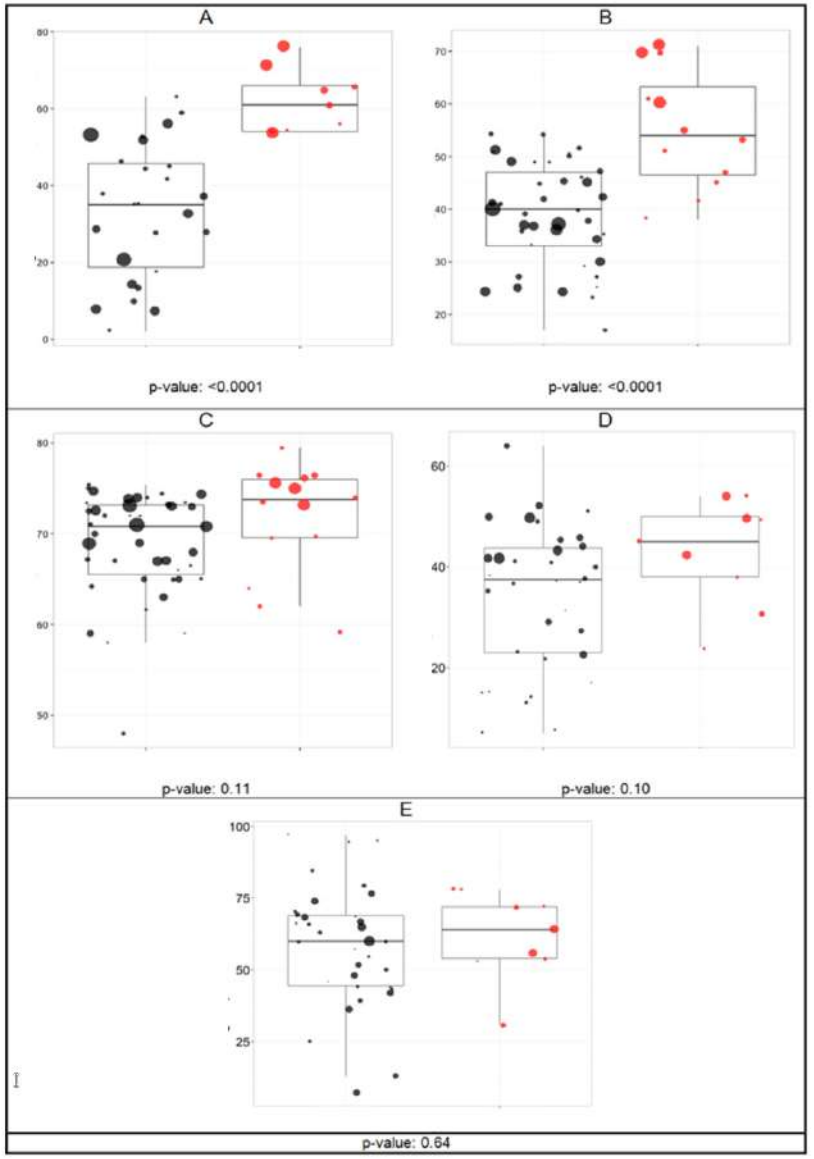
Science

Meta analysis

- **Request**: Develop a new scientific method to measure the effectiveness, efficacy and safety of drugs and medical devices on the market, without the high costs of clinical research.
- **Approach**: Analyze vast amount of scientific research data from publications (which aren't focused on this scope), using innovative models to derive scientifically sound measurements from the intersection of this seemingly inhomogeneous data.
- **Result**: Deliver **scientific results** with a precision comparable to clinical research at **just 1% of the cost and with a 90% reduction in time**.



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Thank you

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